

Media advisory for immediate distribution

Epic cycling rides to improve cancer care in Europe and Latin America

- On 19 September, employees of Bristol Myers Squibb will have cycled 2,200km across Europe in support of cancer research and cancer organisations.
- On 15 September, fundraising starts for a new C2C4C ride organised by Bristol Myers Squibb in Latin America. More than 65 employees will alternate riding between Puerto Varas to Pucón in Chile for nearly 1,800km.
- Donations raised by both events will go to support UICC member organisations in Europe and Latin America.
- Many participants have been personally affected by cancer and committed to intensive training to be ready for the ride.



Thursday 15 September 2022. Geneva, Switzerland. The Country 2 Country 4 Cancer (C2C4C) ride in Europe, organised by Bristol Myers Squibb, kicked off on 2 September in Munich, Germany and will end in Belgium on 19 September. More than 90 Bristol Myers Squibb employees will have cycled nearly 2,200km in 18 days to raise money for cancer organisations across Europe. [Fundraising remains will open until 3 October.](#)

This year's ride includes employees from Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom.

Last year, C2C4C Europe [raised a record-breaking USD 600,000 in donations](#) and since the event's inception in Europe, more than 300 Bristol Myers Squibb employees have raised over €1.31 million (USD1.35 million).



"Riding for patients in our communities across Europe means the world to me. Country 2 Country 4 Cancer is truly more than a bike ride because its impact stretches far beyond the nearly 2,200 kilometers it will cover this year. We're cycling to help drive advancements in cancer research for the future of patients."

– **Neil Archer**, General Manager, Germany, Bristol Myers Squibb

The C2C4C originally started in the United States in 2014 as the Coast 2 Coast 4 Cancer and expanded to the Japan with the Continent 2 Continent 4 Cancer. Collectively, the C2C4C events have raised more than USD12 million.

This year, Bristol Myers Squibb will be adding a fourth C2C4C with [a ride in Latin America](#) that will take place from 30 November to 14 December. More than 65 employees will alternate riding between Puerto Varas to Pucón for nearly 1,800km.

[Fundraising for this event](#) opens on 16 September. Donations will go to support UICC member organisations in the region.

"Year after year, I am amazed at the energy and dedication shown by Bristol Myers Squibb employees who participate in the Country 2 Country 4 Cancer ride, a real endurance feat in support of people living with cancer. Thanks to their goodwill and the impressive logistical support provided by Bristol Myers Squibb in setting up this event, cancer organisations across Europe have benefitted from much-needed funds to continue delivering their services to those in need even during the pandemic."

– **Dr Cary Adams**, CEO of UICC.

These events are more than just bike rides and all [participants dedicate many hours to training](#) and fundraising. Many employees are motivated to participate out of personal experience with cancer. Some are survivors themselves while others ride in honour of family or friends who have lost their lives from cancer or are currently battling the disease.

Cancer is among the leading causes of death worldwide. In 2020, [there were an estimated 19.3 million new cases and nearly 10 million cancer-related deaths](#) worldwide, and these numbers are growing.

To learn more about supporting local cancer organisations, please visit www.uicc.org/C2C4C.

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About the Union for International Cancer Control (UICC)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has some 1,180 member organisations in 172 countries. It enjoys consultative status with the United Nations Economic and Social Council (ECOSOC) and has official relations with the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and the United Nations Office on Drugs and Crime (UNODC). UICC has some 58 partners, including associations, companies and foundations committed to the fight against cancer. UICC is a founding member of the NCD Alliance, the McCabe Centre for Law & Cancer and the International Cancer Control Partnership (ICCP) and established the City Cancer Challenge Foundation in January 2019.

UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control remains a priority on the global health and development agenda. It pursues these goals by bringing together global leaders through innovative and far-reaching cancer-control events and initiatives, building capacities to meet regional needs and developing awareness campaigns.

www.uicc.org