



FOR IMMEDIATE RELEASE

## **Multiple Myeloma Research Foundation Expands Endurance Events Program To Become Official Charity Partner Of Escape From Alcatraz Triathlon**

### ***MMRF Team for Cures Athletes to Receive Unprecedented Perks at Iconic Triathlon***

**Norwalk, CT** – (November 24, 2015) – The Multiple Myeloma Research Foundation, (MMRF), has announced that it will become an official charity partner of the Escape from Alcatraz Triathlon, which will take place on Sunday, June 12, 2016. This expands the MMRF’s leadership position in the sport of triathlon.

“We are thrilled to expand our partnership with the Escape from Alcatraz Triathlon, as we consider this race to be one of the premier triathlons in the country,” said MMRF Director of Partnerships Alicia O’Neill. “Our bigger presence with the Escape from Alcatraz Triathlon expands our leadership role in the charity triathlon marketplace and allows more of our supporters to gain access to participate while helping raise funds for critical cancer research.”

The MMRF’s official charity partnership status will allow the cancer research non-profit the opportunity to offer exciting perks to MMRF Team for Cures athletes including access to registration, low bib numbers, a pre-race reception, MMRF Team for Cures custom kits from Sugoi and more. Top fundraisers will be rewarded access to the Friday evening boat cruise on San Francisco Bay and VIP passes to events surrounding the race.

“We are honored to expand our partnership with MMRF, a game changing cancer research organization and a leader in the endurance charity space,” said IMG Senior Vice President James Leitz. “MMRF has been a partner of the Escape from Alcatraz Triathlon since 2011 and has demonstrated impressive initiative and passion for aligning with our iconic race. As our charity program is evolving, we have been able to be more supportive of our non-profit partners, allowing them to raise even more money and awareness for their causes and improve the experience for the charity athletes.”

To date, the MMRF has raised more than \$200,000 during the five year Escape from Alcatraz Triathlon charity partnership with small teams of 10-15 charity athletes. In 2016, the MMRF will field a larger team of 40 athletes, and expects to raise over \$125,000, at the 2016 event.

The MMRF Endurance Events Program has raised more than \$15 million since it was founded in 2008. In 2015, the program will raise close to \$3 million. An outstanding 90% of all funds raised are budgeted for cancer research and related programs. The MMRF Team for Cures is an established leader in endurance sporting events. The program’s focus is to partner with world-class athletic events and to create a powerful experience for MMRF athlete who come to know first hand how racing for a cause bigger than oneself can bring more meaning to training and racing.

The 2016 MMRF Endurance roster will include IRONMAN Lake Placid, IRONMAN 70.3 Atlantic City (debut race), IRONMAN 70.3 Arizona, and a very limited number of entries to the Ironman World Championships in Kilauea - Kona, HI, The program also offers entries to the Empire State Building Run-Up, the World Marathon Major Races (NY, Chicago, Boston, London, Berlin, and Tokyo Marathons) and the Fenway Park Spartan Sprint in Boston and others.

### **About Multiple Myeloma and the Multiple Myeloma Research Foundation (MMRF)**

Multiple Myeloma is, at this time, an incurable blood cancer. Although much progress has been made in treating multiple

myeloma, the five-year relative survival rate remains one of the lowest of all cancers. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure. The MMRF is the world's number-one private funder of multiple myeloma research and has raised more than \$300 million since its inception. The MMRF directs nearly 90% of total budget to research and related programming. As a result, the MMRF is consistently recognized as one of the top charities by non-profit evaluators like Charity Navigator and the Better Business Bureau. The MMRF has helped reimagine the research model that is now speeding success across all forms of cancer. For more information, please visit <http://support.themmr.org/2016Escape>.

### **About Escape from Alcatraz Triathlon**

On Sunday, June 12, 2016, more than 2,000 racers from around the globe including the world's top pro athletes will take over the streets and waters of San Francisco for this prestigious triathlon. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run through Baker Beach and up the infamous Sand Ladder. For more information please visit [www.escapefromalcatraztriathlon.com](http://www.escapefromalcatraztriathlon.com).

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