

Basel/Reinach, 4 September 2009

## **Roche employees cycle round Switzerland to raise money for cancer patient organisations**

### ***Cycle for Life held for second time***

Tomorrow on Saturday, "Cycle for Life" will be taking place for the second time. This event is organised by Roche employees to benefit patient organisations in Switzerland. After cycling non-stop for 24 hours around the Basel area last year, this year's route is considerably longer: "This year, we want to go all round Switzerland," explains Eckard Klose, Head of Oncology at Roche in Reinach (Basel-Land). "That means we'll be cycling over 1000 kilometres this year, with the aim of raising awareness of cancer and collecting funds for three Swiss patient organisations: ho/noho (lymphoma), Leben wie zuvor (breast cancer), and Forum Lungenkrebs (lung cancer)".

Patients are at the forefront of Roche's endeavours: the company wants to develop differentiated medicines for illnesses that cannot yet be properly treated. "Cycle for Life" gives Roche employees yet another opportunity to make their mark and to actively help patients: by taking part in "Cycle for Life", they support patient organisations that assist both patients and their loved ones and provide them with comprehensive information.

"I know what it means to be seriously ill or injured – health is not only the privilege of top athletes but is the most valuable thing all of us own. Those who enjoy good health should support those who are less fortunate," says Dani Hofstetter, a triathlete taking part in this year's "Cycle for Life".

David Löw, General Manager of Roche Pharma (Switzerland) Ltd, says: "Cycle for Life" is an initiative launched by our employees who also use their leisure time to help patients. Roche is proud that our employees are not only committed to helping patients at work, but often also in their spare time. For this reason, we want to round up the sum they raise."

Around seven million new cases of cancer are diagnosed annually worldwide – and the tendency is increasing.

Although new treatments are constantly being developed that are based on various state-of-the-art mechanisms of action, many medical problems in oncology remain unsolved. In Switzerland, more than 15 000 people die of cancer each year.

Each year, there are approximately seven million new cases of cancer world-wide and the disease is increasing both in incidence and prevalence. While new treatments are being developed, based on a wide range of novel mechanisms, there is still a tremendous unmet medical need. In Switzerland, more than 15'000 people are diagnosed with cancer every year.

### **Facts worth knowing about cancer**

#### **Did you know that....?**

- cancer is actually a collective term for over a hundred different diseases characterised by invasive, uncontrolled cell growth?
- a third of the 10 million new cases of cancer diagnosed each year worldwide could be prevented, and another third cured, if they were detected and treated earlier?
- according to WHO estimates, in the next twenty years there will be 10 million deaths from cancer and 15 million new cases of cancer each year?
- cancer is responsible for 12% of all deaths worldwide?
- in the year 2000 more than 1.2 million cases of breast cancer were diagnosed worldwide?
- in the year 1990 the gene for hereditary breast cancer (BRCA1) was discovered (on chromosome 17)?
- all men over the age of 50 should have their prostate checked once a year?
- one of the most notable achievements of modern medicine is the development of specific diagnostic tests that can characterise individual tumours, thereby permitting customised therapy?

### **Donation accounts of supported patient organizations**

#### **ho/noho - Schweizerische Patientenorganisation für Lymphombetroffene und Angehörige**

Weidenweg 39, 4147 Aesch BL

Raiffeisenbank Aesch-Pfeffingen, 4147 Aesch BL

Konto-Nr. 48643.18, Lymphome.ch; BC 80779

IBAN: CH13 8077 9000 0048 6431 8

### **Leben wie zuvor**

Schweizer Verein

4153 Reinach BL

Konto 40- 35893-9

**Forum Lungenkrebs, St. Alban-Anlage 57, 4052 Basel**

Bankverbindungen Basler Kantonalbank PC 40-61-4

Forum Lungenkrebs Kto. Nr. 165.423.617.45

CH 160077001654236174165542361745

**About Roche Pharma (Switzerland) Ltd**

Roche Pharma (Switzerland) Ltd is a Roche Group company. It is domiciled in Reinach (Canton of Basel-Land) and has a headcount of some 160 employees in marketing and sales, as well as clinical research, drug registration, scientific documentation and medical information.

The stated objective of Roche Pharma (Switzerland) is to make a significant contribution to improving patients' quality of life through the continual introduction of innovative drugs and services. Roche aims to provide medical professionals, patients and interested laypeople with top-quality drugs, services and information. For further details: [www.roche-pharma.ch](http://www.roche-pharma.ch)

**Roche in Switzerland**

With R&D expenditure of almost 1.9 billion Swiss francs and investments of more than 420 million Swiss francs (2007), Roche in Switzerland plays a key role in the Group's global research, development and production network. At Group headquarters in Basel and at other sites in Northwestern and Central Switzerland and in the cantons of Berne and Zurich, Roche employs a total of some 9,500 people. As a leader in the pharmaceuticals and in-vitro diagnostics sectors, Roche posted sales of 509 million Swiss francs in Switzerland in 2008. More about Roche in Switzerland: [www.roche.ch](http://www.roche.ch)

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**Further information**

- About Roche Pharma Switzerland (in German and French): [www.roche-pharma.ch/portal/eipf/Switzerland/Switzerland\\_Portal/roche.ch](http://www.roche-pharma.ch/portal/eipf/Switzerland/Switzerland_Portal/roche.ch)
- Roche Health Kiosk, Oncology: [www.health-kiosk.ch/e/start\\_krebs.htm](http://www.health-kiosk.ch/e/start_krebs.htm)
- Swiss Association for women who had breast cancer: [www.leben-wie-zuvor.ch](http://www.leben-wie-zuvor.ch)
- Forum Lung Cancer: [www.forum-lungenkrebs.ch](http://www.forum-lungenkrebs.ch)
- Swiss association for lymphoma patients: [www.lymphome.ch](http://www.lymphome.ch)

- Pictures of the event (more pictures available by Monday, September 7th):  
<http://download.roche.com/selection/cfl2009/>

The circuit has been planned along the certified „Veloland“ maps ([www.veloland.ch](http://www.veloland.ch)) and is safe to ride;  
route: <http://download.roche.com/selection/cfl2009/original/Routen.jpg>

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