

ICONIC NEW YORK BRANDS COME TOGETHER TO SUPPORT MEMORIAL SLOAN KETTERING CANCER CENTER

NYC for MSK will unite New Yorkers and some of the most iconic New York brands to commemorate Memorial Sloan Kettering Cancer Center's 140th Anniversary.

NEW YORK CITY, NEW YORK, USA, May 23, 2024 /EINPresswire.com/ -- Memorial Sloan Kettering Cancer Center (MSK) announces the launch of [NYC for MSK](#), celebrating MSK's 140th anniversary on May 31, 2024. For one day, New York City's most iconic brands in fashion, food, toys, and sports will come together to support MSK's mission of ending cancer for life.

NYC FOR MSK
Memorial Sloan Kettering Cancer Center

Iconic New York City brands are partnering with MSK to support lifesaving cancer research.

May 31, 2024
nycformsk.org

Learn More

PARTICIPATING PARTNERS	
PARTNER	ADDRESS
Baked By Melissa - Columbus Circle	875 8th Ave, New York, New York, US, 10019
Baked By Melissa - Fashion District	530 7th Ave, New York, New York, US, 10018
Baked By Melissa - Financial District	110 Fulton Street, New York, New York, US, 10038
Baked By Melissa - Garden State Plaza	1 Garden State Plaza, Paramus, New Jersey, US, 07652
Baked By Melissa - Gramercy	111 E. 23rd Street, New York, New York, US, 10010
Baked By Melissa - Grand Central	109 E. 42nd Street, New York, New York, US, 10017
Baked By Melissa - JPE Shop - Terminal 5	John F. Kennedy International Airport Main Concourse, Jamaica, New York, US, 11430
Baked By Melissa - Roosevelt Field	630 2nd County Road, Garden City, New York, US, 11530
Baked By Melissa - SoHo	63 Spring St, New York, New York, US, 10012
Baked By Melissa - Union Square	7 E. 14th Street, New York, New York, US, 10003
Baked By Melissa - Upper East Side	208 East 88th St, New York, New York, US, 10028
Baked By Melissa - Upper East Side	784 Lexington Avenue, New York, New York, US, 10022
Baked By Melissa - Upper West Side	2325 Broadway, New York, New York, US, 10024
Breads Bakery - BRIVANT PARK KIDSBK	1085 - 1086 8th Ave, New York, NY 10020
Breads Bakery - LINCOLN SQUARE	1800 Broadway, New York, NY 10023
Breads Bakery - HOOKERFIELD CENTER	1225 Avenue of the Americas, New York, NY 10020
Breads Bakery - LINCOLN SQUARE	18 E 16th St, New York, NY 10003
Breads Bakery - LIPPER EAST SIDE	1294 3rd Ave, New York, NY 10021
FAO Schwarz	30 Rockefeller Plaza, New York, NY 10111
H&H Bagels - Kips Bay	429 3rd Ave, New York, NY 10016
H&H Bagels - MTH	Mythen Train Hall, 421 8th Ave, New York, NY 10156
H&H Bagels - Penn Station	Penn 11 8th Concourse, New York, NY 10119
H&H Bagels - UES	1551 2nd Ave, New York, NY 10028
H&H Bagels - UWS	525 Columbus Ave, New York, NY 10024
Joe's Pizza	7 Copeland Street, New York, NY 10014
Joe's Pizza	150 East 14th Street, New York, NY 10003
Joe's Pizza	138 Fulton Street, New York, NY 10008
Joe's Pizza	218 Bedford Avenue, Brooklyn, NY 11249
Kendra Scott	126 Spring St, New York, NY 10012
Maman - Lexington	682 Lexington Ave, New York, NY 10022
Maman - UES	1424 3rd Ave, New York, NY 10028
Maman Midtown East	159 E 44th St, New York, NY 10017
New York Yankees	1 E 91st St, Bronx, NY 10451
Patis Manan	545 Madison Ave, New York, NY 10022
Patis Manan Grand Central	230 Park Ave, New York, NY 10169
Tavern on The Green	10 67th St, New York, NY 10023
Van Cortlandt Golf Course	Van Cortlandt Park, Bronx, NY 10463

NYC for MSK

NYC for MSK involves brands throughout New York City, including Baked by Melissa, Breads Bakery, FAO Schwarz, H&H Bagels, Joe's Pizza, Kendra Scott, Maman, Tavern on the Green, and Van Cortlandt Golf Course. On May 31, select businesses will make a donation to MSK, contribute a portion of their day-of sales, and/or offer a donation option to shoppers at checkout. The fundraiser aims to harness the collective power of the city to drive breakthroughs in cancer research and patient care.

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For the past 140 years, MSK has been honored to call New York City home. Since our inception, MSK has been proud to be at the forefront of many groundbreaking scientific discoveries.”

*Selwyn M. Vickers, MD, FACS,
President and CEO of MSK*

To kick off the anniversary, FAO Schwarz, NYC's most iconic toy store, will welcome a group of [MSK Kids](#) pediatric patients and their families to a celebration designed to

inspire joy and hope in attendees while launching a day of citywide camaraderie.

The New York Yankees have also pledged their support for MSK with a special donation to [MSK's](#)

[Ralph Lauren Center](#), which serves the Harlem community and surrounding neighborhoods by providing high-quality care in a warm, welcoming, and culturally sensitive environment.

“For the past 140 years, MSK has been honored to call New York City home. Since our inception, MSK has been proud to be at the forefront of many groundbreaking scientific discoveries — largely due to the philanthropic support of our generous donors,” said Selwyn M. Vickers, MD, FACS, President and CEO of MSK. “We are grateful for our community’s support as we continue to provide world-class cancer care and work toward our ultimate mission to end cancer for life.”

MSK was founded on May 31, 1884. Over the past 140 years, MSK doctors, nurses, and scientists have been at the forefront of innovation in cancer, driving extraordinary progress in patient care, scientific research, and education. Some of the first chemotherapy drugs, the first immune-based treatments, and many of the most effective targeted therapies against cancer began at MSK — made possible in part by philanthropic support.

MSK’s global vision is directly linked to its initiatives to improve care and increase access throughout the New York City region. The recently launched Memorial Medical Care, PC, a practice of MSK physicians in Flatbush, Brooklyn, as well as MSK’s collaboration with MediSys Health Network to enhance cancer care in Queens, are two examples of MSK’s commitment to expanding access to its world-class care.

Join NYC for MSK by shopping in person at participating businesses on May 31 or by making a tax-deductible donation to MSK today.

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About Memorial Sloan Kettering

The people of Memorial Sloan Kettering Cancer Center (MSK) are united by a singular mission: ending cancer for life. Our specialized care teams provide personalized, compassionate, expert care to patients of all ages. Informed by basic research done at our Sloan Kettering Institute, scientists across MSK collaborate to conduct innovative translational and clinical research that is driving a revolution in our understanding of cancer as a disease and improving the ability to prevent, diagnose, and treat it. MSK is dedicated to training the next generation of scientists and clinicians, who go on to pursue our mission at MSK and around the globe. One of the world’s most respected comprehensive centers devoted exclusively to cancer, we have been recognized as one of the top two cancer hospitals in the country by U.S. News & World Report for more than 30 years. www.mskcc.org

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