

Lance Armstrong Foundation  
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The Lance Armstrong Foundation's (LAF) mission is to enhance the quality of life for those living with, through, and beyond cancer. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF seeks to promote the optimal physical, psychological, and social recovery and care of cancer survivors and their loved ones. The Lance Armstrong Foundation is a registered 501(c)(3) nonprofit organization located in Austin, Texas. For more information, please visit our website at [www.laf.org](http://www.laf.org).

**I SUPPORT THE LANCE ARMSTRONG FOUNDATION!**

Help the LAF fulfill its mission of enhancing the quality of life for those living with, through, and beyond cancer by sending in your donation today!

I would like to make a tax-deductible contribution to the Lance Armstrong Foundation in the amount of:  
 \$500  \$250  \$100  \$50  Other

Please indicate donor name and address in the space below:  
 (circle one) (Mr.) (Ms.) (Miss) (Mrs.) (Dr.) (Hon.) (Other) \_\_\_\_\_  
 First \_\_\_\_\_ M.I. \_\_\_\_\_ Last \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Home Phone (\_\_\_\_) \_\_\_\_\_  
 Work Phone (\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_

Please make checks payable to: Lance Armstrong Foundation.  
 Mastercard/Visa/AmEx/Discover Number: \_\_\_\_\_  
 Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_  
 I wish to make my gift  in memory of  in honor of: \_\_\_\_\_  
 Please notify \_\_\_\_\_

Mail this form along with payment to:  
 Lance Armstrong Foundation,  
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**2003 Ride  
 for the Roses  
 Weekend Rides  
 into Fall**

The next Ride Weekend, which historically has taken place during the spring, will be held October 24-26, 2003. The new dates will better accommodate Lance Armstrong's training schedule and also allow for ride participants to take full advantage of the warmer months for training. Mark your calendars!

The Journal for the  
Lance Armstrong  
Foundation

2002, Issue Two

# CARRPEDEEM



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### From the Chair..

Based on all the responses that I have received since the 2002 Ride for the Roses Weekend (RFTR) in April, I think we "nailed" most things awfully well. Like most things in life, there are areas in which we can improve, and we will. On balance though, the RFTR was a great success, raising more than \$2.7 million after expenses, and we thank all of our volunteers, sponsors, vendors, and participants for their enormous contribution to such a positive outcome.

As many of you know by now, we are moving next year's RFTR to Oct. 24-26, 2003. Not only will this allow Lance and his family to participate even more in the Weekend activities, but it will also give our ever-increasing number of cyclists and runners more time (and better weather) to prepare for our events. Our staff and volunteers are also happy to have a few more months to plan for what we believe will be the best RFTR ever.

Your support of the LAF has helped us increase our role and presence in the survivorship community on a national level, and we have several advocacy initiatives underway to effect meaningful change for the nine million cancer survivors living in the U.S. today.

On June 19 the LAF and U.S. Reps. Steny Hoyer, D-Md., and Roger Wicker, R-Miss., announced the Cancer Survivorship Research and Quality of Life Act of 2002. You can read more about this important legislation in the following pages. We also released the results of a new survey that reveals the nation's overwhelming support for increased investments by the federal government in research regarding physical, emotional, and economic consequences of cancer treatment and survivorship.

Exciting things are underway and on the horizon, and the LAF is leading the way on survivorship issues. As always, we welcome your ideas, your questions, and your support. Carpe Diem!

Regards,  
Jeffery C. Garvey  
Chairman and Executive Director



On the steps of the U.S. Capitol, the LAF and a bipartisan group of Congressional leaders took the first step to expand research and quality of life programs for cancer survivors.

# Cancer Survivorship Research and Quality of Life Act of 2002

At a press conference June 19, Representative Steny Hoyer, D-Md., and Roger Wicker, R-Miss., joined LAF Executive Director Jeff Garvey to introduce the Cancer Survivorship Research and Quality of Life Act of 2002. This bill will further cancer survivorship research at the National Institutes of Health (NIH), coordinate activities regarding cancer survivorship programs and interventions, and provide funds for the Centers for Disease Control (CDC) to implement comprehensive cancer control plans in each state.

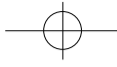
The legislation expands cancer survivorship research at the NIH with a focus on the health and quality of life of individuals living with cancer after the acute diagnosis and treatment phase. The aim of the legislation is to prevent and control adverse cancer diagnosis and treatment-related outcomes, secondary cancers and chronic conditions, and poor quality of life. The bill also establishes an Office of Cancer Survivorship and Centers of Excellence on Cancer Survivorship.

In addition, the bill provides for expanding public health activities at the CDC with increased focus and funding for state-based comprehensive cancer control programs. These programs will advance cancer survivorship with demonstration projects that promote physical activity, public awareness, education, and outreach activities for providers, survivors, peer support, and mentoring groups; a national action plan on cancer survivorship; and expanded surveillance on outcomes of survivors.

## Building Good Will on Capitol Hill

LAF Executive Director Jeff Garvey and Director of Survivorship Doug Ulman recently met with several members of Congress and other key policymakers to introduce the LAF and discuss the need for additional cancer survivorship research and quality of life programs for cancer survivors. They were very pleased with the welcome and positive response they received from each policymaker and staff members. LAF thanks each of these individuals for their time and support of cancer survivorship issues:

- Representative Bill Young (R-Florida)
- Senator Tom Harkin (D-Iowa)
- Representative Steny Hoyer (D-Maryland)
- Representative Roger Wicker (R-Mississippi)
- Senator Sam Brownback (R-Kansas) cancer survivor
- Senator Edward Kennedy (D-Massachusetts)
- Representative Lloyd Doggett (D-Texas)
- Senator Bill Frist, M.D. (R-Tennessee)
- Secretary of Health and Human Services, Tommy Thompson
- Director of the National Cancer Institute, Dr. Andrew von Eschenbach cancer survivor
- Senator Kay Bailey Hutchison (R-Texas)
- Representative Henry Bonilla (R-Texas)
- Representative Joe Barton (R-Texas)



By all accounts, the 2002 Ride for the Roses Weekend was an overwhelming success, raising \$2.7 million and drawing more than 25,000 people to events in support of the LAF mission.

# 2002 RIDE FOR THE ROSES WEEKEND



## RAISES A RECORD \$2.7 MILLION

The Weekend started with the PowerBar Health & Sports Expo, which attracted 10,000 visitors over two days, featured 43 exhibitors, and enabled the LAF information booth to collect \$22,000 in donations and raffle ticket purchases.

On Friday evening, the inaugural Hard Rock Cafe Rock for the Roses Concert at Auditorium Shores officially kicked off the 2002 Ride for the Roses Weekend. Almost 9,000 people watched as Ward, Patrice Pike, Crystal Method, Cake, and Stone Temple Pilots took the stage.

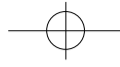
More than 1,200 people attended Saturday's "Faces of Survivorship" panels, in which cancer survivors shared their personal accounts with cancer. Bristol-Myers Squibb sponsored the panels. A panel entitled "Cancer Research is Worth the Ride" was moderated by Selma Schimmel and featured Robert L. Comis,

M.D., Jennifer Andrade, Darryl McKee, M.D., and Linda Krebs, Ph.D. Chris Fowler moderated "Athletes Winning the War Against Cancer" as audience members listened to Lance, Corina Morariu, and Ron Williams describe their personal battles with cancer and how they coped with the impact on their athletic careers.

On Saturday, 1,400 runners of all ages and skill levels gathered at Auditorium Shores to race in the RunTex Run for the Roses, a 5K fun run. A new AMD Kids C.A.R.E. (Cancer Awareness and Rider Education) event took place on Saturday morning as well. The program worked with 24 Austin-area elementary schools and reached 7,000 students, 100 of whom rode their bikes with Lance in an exclusive one-mile ride.

On Saturday evening, the Foundation hosted 1,200 people at the "Live to Ride" Gala, one of the





To all the people who donated their time and energy and for made the 2002 Ride for the Roses Weekend a huge success,

# THANK YOU!



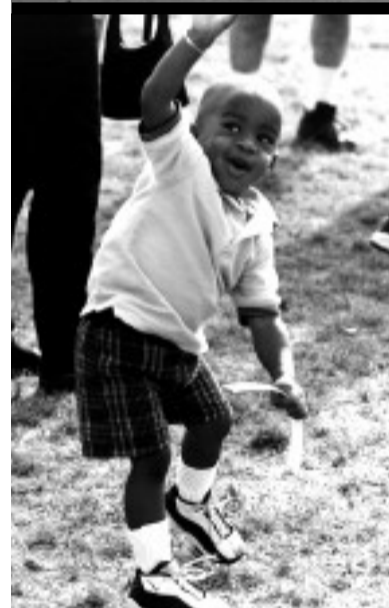
LAF's most successful fundraising events. Underwritten by Janus and Bristol-Myers Squibb, the Gala drew 1,240 attendees and sold more than 100 silent auction items. Special guests included Chris Fowler, host of ESPN's Sports Center; Hamilton Jordan, former chief of staff for President Jimmy Carter, cancer survivor, and author of the bestseller No Such Thing as a Bad Day; and Hollywood icon Robin Williams, who had the audience rolling with his improvisational comedy.

the Travis County Expo Center to participate in one of five rides ranging in distances from 10 to 100 miles. Robin Williams and Lance joined other cyclists on the 40-mile route. Roses were handed out to cancer survivors as they crossed the finish line. Happy and exhausted riders completed their rides and made their way to the Subway Post Ride Party, joining other Weekend participants and volunteers to enjoy the free food, drinks, and live performances by Austin favorites the Eggman, Honey Browne, the Damnations, and the Gourds.



The highlight of the evening was the second annual Carpe Diem Awards presentation, in which the LAF honored individuals who have made a significant impact on the cancer community. This year the LAF honored Paul Newman and his Hole in the Wall Gang Camp with the Champion of Survivorship award (accepted by camp director Jimmy Canton). The Voice of Survivorship award went to Karen Jackson, an eight-year breast cancer survivor and the founder and national president of Sisters Network, Inc., the first national African American breast cancer survivors' organization. The Spirit of Survivorship award was given to Tamara Stevens, the longest-living survivor of acute myelogenous leukemia in the world. The newest award, the Pioneer of Survivorship, recognized Dr. Brian J. Druker for his efforts and discoveries in the field of medical oncology. For more information on the awards and recipients, visit [www.laf.org](http://www.laf.org).

The LAF message of survivorship was made evident throughout the Weekend by both the Foundation itself and by the Weekend's participants. The LAF paid tribute to the millions of brave cancer survivors who live among us by displaying thousands of names throughout the Weekend events. Weekend participants were also able to honor loved ones on the Janus Wall of Hope, a special wall on which people could write a message to loved ones or others affected by cancer. By the end of the Weekend, words of encouragement and loving messages covered the wall.



More than 849 volunteers helped the 2002 Ride Weekend come together without a hitch, and 400 of them celebrated their hard work during the Hard Rock Cafe Volunteer Appreciation Party in downtown Austin.

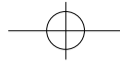


On Sunday, more than 6,600 cyclists (including 570 Peloton Project members) gathered at

## THANKS TO OUR SPONSORS!

AMD, Austin American Statesman, Bicycle Sport Shop, Bicycling Magazine, Body Therapy Center, Bristol-Myers Squibb Company, City of Austin Bicycle Program, Coca-Cola, DeFeet, Ercot, Fuddrucker's, Hard Rock Cafe, HEB, INFLOW, Janus, Kinko's, Kryptonite, KXAN TV, LBJs Broadcasting, New Belgium Brewing Company, Nextel, Nike, On the Mark Travel, Oriental Rug Company, PowerBar, RunTex, Sports Illustrated Adventure, Subway, Sun & Ski Sports, Trek, TXCN, VeloNews, Wells Fargo





## Survey Shows Support of Survivorship Investment

The LAF recently released the results of a new survey that reveals the nation's support for increased investments by the federal government in research regarding physical, emotional, and economic consequences of cancer treatment and survivorship. According to an independent poll completed by Opinion Dynamics, respondents feel that the most important aspect of cancer treatment is maintaining quality of life after a cancer diagnosis. Specific results revealed that:

**90%** *feel that more research is needed to improve the quality of life of cancer survivors.*

**80%** *of Americans favor government funding for the research of physical, emotional, and economic consequences of cancer treatment and survivorship.*

**86%** *of respondents believe that a top-tier priority of the National Cancer Institute should be cancer survivorship and quality of life research.*

**70%** *believe cancer survivors also include family members of people diagnosed with cancer.*

**60%** *have been diagnosed with cancer or had someone close to them who has been diagnosed with cancer within the last 10 years.*

## Annual Giving Campaign Kick Off

Watch your mailbox for a letter from the LAF announcing its inaugural giving campaign! Our fundraising goal is \$300,000 and we invite you to help us reach this ambitious goal. But you don't have to wait until next month before making a contribution to the LAF. You can also make a tax-deductible contribution via the enclosed response card or online (a great way to show your support for the LAF while keeping administrative costs low.) And remember, many employers will match charitable contributions made by their employees, so please inquire about your employer's matching gift program.

## Congratulations 2002 Peloton Members

The 2002 Peloton Project members collected more than \$2.2 million in donations for the Lance Armstrong Foundation! More than 850 members representing 44 states and seven countries collected 15,800 individual donations from donors across the world.

The Peloton Project started in 1998 as a shared effort among cyclists and volunteers who wanted to join Lance Armstrong in the fight against cancer, and it has since become the LAF's major grassroots fundraising and outreach effort. Peloton Project members from around the world raise funds and awareness for the LAF in their local communities. Participating members receive Peloton Project awards depending on how much money they raise.

Thank you to all the 2002 Peloton members. Your hard work and dedication is more than greatly appreciated. To find out how to become a Peloton member, visit [www.laf.org](http://www.laf.org).



Lance congratulates this year's top Peloton Project member, Dan Boland, from Chicago, who raised \$93,000 for the LAF.

## Founders Circle Widens Reach

The LAF Founder's Circle enters its third year with several new members and a legacy of philanthropic innovation. Created in 1999, the Founder's Circle combines the philanthropic structure of a nonprofit with the aggressive approach of a venture capital firm. Members make a \$500,000 commitment over a five-year period, which enables the LAF to fund special and specific projects that meet our high standards. With eighty cents of each dollar raised by the LAF going to support its mission, we provide a significant return on investment in the world of cancer survivorship.

The diverse group of entrepreneurial stewards in the Founder's Circle includes people who were drawn to the LAF through a cancer connection or a love of cycling, people who learned about the Foundation through friends or family, and people who were truly impressed with the Foundation's groundbreaking work and wanted to propel it forward. We currently have 16 members and welcome questions about joining this exciting group. For more information, please contact Megan Helmbrecht at: (512) 236-8820 or [megan@laf.org](mailto:megan@laf.org).

### Founder's Circle Members

Anonymous  
 Aragona Family Foundation  
 Lance, Kristin, Luke, Isabelle, and Grace Armstrong  
 Tench and Simone Coxe  
 Mr. and Mrs. Jim Frazier  
 Bonita and Jeff Garvey  
 Steve Hicks and Donna Stockton-Hicks  
 James C. Kennedy  
 Kramer Foundation  
 Craig B. Malloy  
 Jean M. Schuler  
 Andrew T. Sheehan  
 Brad A. Silverberg  
 Angela and Morton Topfer  
 Jennifer Vickers and Lee Walker  
 Thomas Weisel

