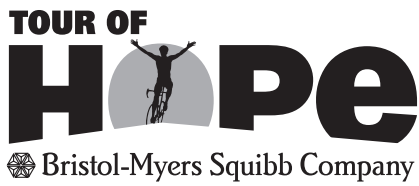




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OUR MISSION The Lance Armstrong Foundation exists to enhance the quality of life for those living with, through and beyond cancer. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF promotes the optimal physical, psychological 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.



Heartfelt thanks to Bristol-Myers Squibb and all the Tour of Hope participants who helped raise an amazing \$1.3 million for the LAF's cancer survivorship research programs! Several Tour of Hope riders also participated in the Ride for the Roses and celebrated at the Post Ride Party with country music star Jo Dee Messina.

Julianne Pattullo, Jo Dee Messina, Patrick Reilly and Eric Miller. Pattullo, Reilly and Miller were part of the 26-member Tour of Hope team that rode across the U.S. to raise awareness for cancer research and the importance of clinical trial participation.

PELOTON PROJECT 2004

Now open for Registration! You can now register for next year's Peloton Project. Go to www.laf.org and log in with your existing username and password. Then click on the link to "sign up now". Donations are still arriving at the LAF office for 2003 Peloton members. These donations are being credited to Peloton Project 2004. Any donations received on your behalf will be visible on your account status page as soon as you sign up for 2004. We hope you will join us again!

The Journal for the
Lance Armstrong
Foundation

2003 ~ Issue Three

CARPE DIEM 3



Christy Reed, a breast cancer survivor from The Woodlands, Texas, celebrates her finish at the 2003 Ride for the Roses. Special thanks and congratulations to all the participants and volunteers who made the 2003 Ride for the Roses Weekend such a success! Photo by Kreutz Photography, www.kreutzphotography.com

From Lance...

Dear Friends,

What a year! My sincere thanks go to everyone who helped make 2003 a success for the LAF. Every year we make greater strides in impacting the cancer survivorship community – in improving the lives of all of us who have been touched by this disease. I am so proud of the work we are doing and greatly appreciate your generosity and support.

In this newsletter you'll read about just some of the ways our programs grew this year. The Community Program expanded on a national level, awarding more than \$662,000 to forty-eight organizations across the country. Our Research Program doubled its outreach, awarding more than \$2 million in grants. Through our advocacy initiatives, we helped influence increased support for cancer survivorship programs and research and worked to make cancer a national priority among policy makers and legislators in Washington. We also funded key educational initiatives with partners that are working in innovative ways to bring understanding and awareness of cancer survivorship issues to the general public.

Of course, none of these things would be possible without our successful fundraising efforts. Ride for the Roses Weekend was an incredible success thanks to our Peloton Project members and volunteers who helped raise \$4.5 million – nearly double what was raised in 2002! We also established a permanent endowment this year – a major step in securing our long-term financial health well into the future.

With the progress made this year, it is exciting to look to 2004 and the launch of Live Strong, a comprehensive resource for cancer survivors. Our goal with Live Strong is to help cancer survivors live stronger, healthier lives well after their diagnosis and treatment. With the positive feedback we've already received from the cancer community, we're very encouraged about the program and the impact it will have on the lives of cancer survivors.

So thanks again for all you do – donors, sponsors, participants, partners, Peloton members and volunteers – to help us fulfill our mission. With your continued support, we look forward to many exciting developments in 2004. Carpe Diem!

Sincerely,
Lance Armstrong



Golf Invitational Recap

In September, 76 players from across the nation gathered at the Spanish Oaks Golf Club in Austin, Texas, and raised \$200,000 at the fourth annual Lance Armstrong Foundation Golf Invitational.

The two-day event began with guests and participants bidding on silent auction items at the welcome dinner at The Bitter End Bistro & Brewery in downtown Austin. The next morning golfers picked up helpful tips at a clinic provided by Butch Harmon. Players

then enjoyed the beautiful Texas weather with a full day of golf followed by an evening awards reception. The Lance Armstrong Foundation greatly appreciates Austin Ventures, Aragona Family Foundation, Comerica Bank and Gray Cary for sponsoring the 2003 LAF Golf Invitational. Special thanks also go to Joe Aragona and Butch Harmon for their generous contributions, and the Bitter End Bistro & Brewery and Spanish Oaks Golf Club for hosting the events.

2003 Research Program Doubles in Grant Awards

The 2003 Research Program nearly doubled its support this year, awarding more than \$2 million to 22 research projects across the nation and abroad.

The Foundation requested on-line proposals earlier in the year for grants in two areas: survivorship issues and the basic and clinical science of testicular cancer. Survivorship grants focus on the after-effects of cancer and its treatments by studying the physical, psychosocial and financial issues of cancer survivors. Grants in the area

of testicular cancer research are awarded to scientists studying the disease and creating and improving treatments.

In September, distinguished researchers and experts in a variety of fields reviewed nearly 80 grant applications. Discussion was led by LAF board member, Dr. Steven Wolff, and for the first time the grant review process was observed by four cancer survivors who participated in the Peloton Project. "We hope to develop a plan that will incorporate survivors into

the review process in future years," said Suzanne Kho, LAF research program associate.

Additional grants of \$125,000 and \$100,000 were also awarded respectively to the University of Pennsylvania's Living Well After Cancer Program and to Cook Children's Medical Center's Life After Cancer Program.

Grant awards will be announced in January. More information on our research program and grant review standards is available on our website, www.laf.org.

LAF Establishes Permanent Endowment

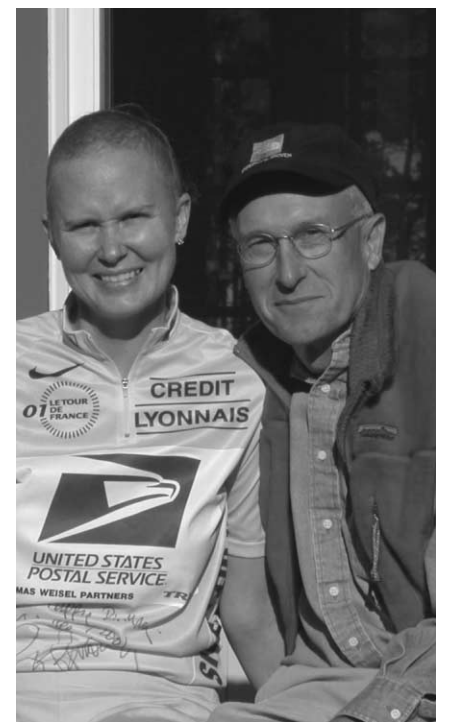
The Lance Armstrong Foundation (LAF) recently established the Lance Armstrong Foundation Endowment (LAFE) to help maintain long-term financial security for the Foundation's programmatic goals. Approximately \$2 million was transferred from the LAF's general funds to the LAFE, and a newly appointed LAFE board of trustees is responsible for administering its investments and operations.

"The LAF board of directors has a vision for the LAF that extends well into the future. This endowment helps us build long-term financial security so that we can continue the important work we are doing to positively impact the lives of cancer survivors and their loved ones for many years to come," said Michael Sherwin, the recently elected chairman of the LAFE board of trustees who also serves on the Lance Armstrong Foundation board of directors. Sherwin brings to the LAFE several years of experience in private equity capital investment and has served in active leadership roles with several nonprofit organizations.

The LAFE provides donors with the opportunity to make gifts to the

LAF that are more permanent in nature. Gifts can be made to the LAFE directly or a named fund can be established in honor or memory of someone. There is no minimum for general gifts to the LAFE, but a minimum donation of \$25,000 is required for a named LAFE fund. Sherwin and his wife, Carol, provided the first LAFE gift in honor of their close friend, Stephanie Robins, whom they lost to cancer. "When I see the words 'Stephanie Robins Lance Armstrong Foundation Endowment Fund'..., I will be reminded of a very special person in my life," said Sherwin.

Additional trustee members include Dennis Cavner and Jeffery C. Garvey. Cavner, a financial planner and vice chairman of the LAF board of directors, serves as a principal of Waxman Cavner Lawson, a financial services firm assisting high net worth individuals. In addition to serving as the founding chairman of the LAF board of directors, Garvey co-founded Austin Ventures, the third largest early-stage investment firm in the nation. Both men have been instrumental in the Foundation's development.



Michael Sherwin purchased Lance's signed yellow jersey at the Live to Ride Gala and gave it to close friend, Stephanie Robins, who passed away this year after a long and hard-fought battle with kidney cancer.

Susan Bruno completes the LAFE board of trustees. A past supporter and a key volunteer for the LAF in the New York area, Ms. Bruno brings valuable experience to the LAFE as a CPA and certified personal financial planner. Her company, Wingtail Financial Advisors, has offices in New York and Rowayton, Connecticut.

Contributions can be made through stock transfer or by checks made payable to the Lance Armstrong Foundation Endowment. For more information, please contact Carl Voelcker, director of development, at 512-236-8820 ext. 115 or carl.voelcker@laf.org.

The Lance Armstrong Foundation is currently developing a resource for cancer survivors, Live Strong, to educate cancer survivors, their friends and family, and health care professionals about topics of survivorship. This authoritative resource for information and programs for post-treatment and long-term quality of life topics will be available January 2004.

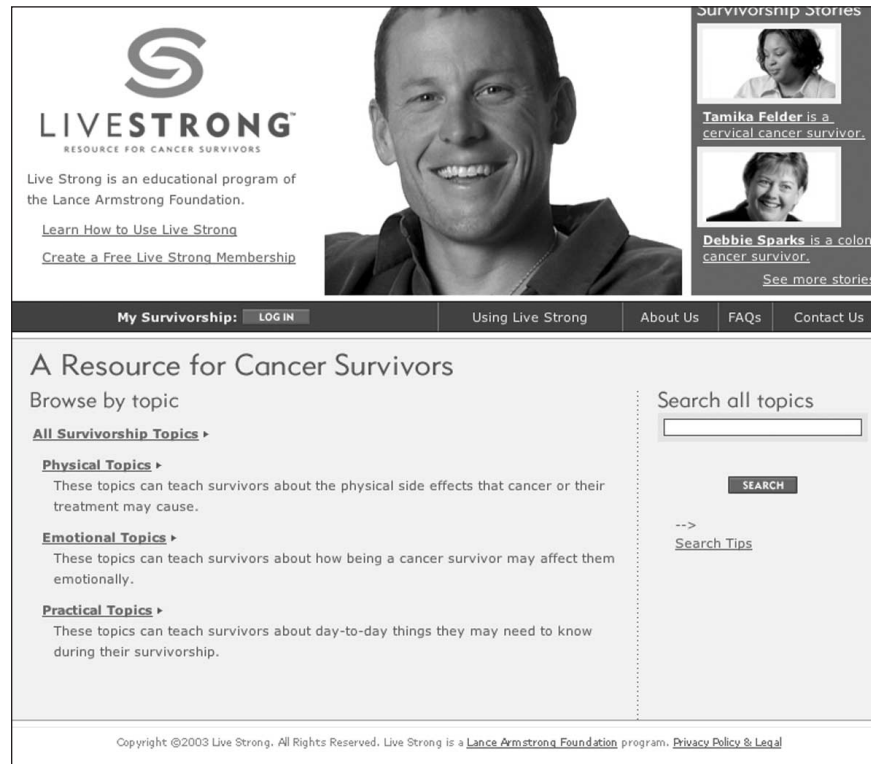
Through Live Strong, the LAF will provide information and referrals on the post-treatment and long-term survivorship topics that are impacting the 9.6 million survivors in the United States living with a history of cancer. The program offers survivors an opportunity to learn about information specific to their experiences with cancer. These resources explain the physical, emotional and practical aspects of survivorship and help individuals learn how to live strong as cancer survivors.

The Live Strong program provides videos of survivors sharing their personal experiences and documents of varying complexities about specific survivorship topics. Live Strong encourages survivors to effectively manage their personal experience through tools, worksheets and a personalized area to save information.

"We hope that Live Strong is a program that survivors will depend on for reliable information on topics that affect their quality of life," said Live Strong editor Tiffany Galligan.

livestrong.org Goes Live in January

"The support of the cancer community has been overwhelming, and the LAF is excited to provide an outlet to distribute this important information."



Live Strong, www.livestrong.org, was designed by Milkshake Media in Austin.

LAF and STARBRIGHT Team Up Against Cancer

In partnership with STARBRIGHT Foundation, the LAF hosted a series of exclusive events in November in Los Angeles to raise money for cancer survivorship programs and research.

Events included an exclusive mountain-bike ride, with Lance and 25 cyclists on a private course through the Los Angeles hills. Sony Pictures then hosted the private screening of *A Lion in the House — Stories of Survivorship*, a film documenting childhood cancer in three families over the course of five years. The two events raised nearly \$150,000 for the Lance Armstrong Foundation.

A spinning event hosted by The Sports Club Los Angeles also benefited the Lance Armstrong Foundation last month. Raising nearly \$150,000, members of the club joined Lance in a group cycling class and enjoyed a reception hosted by Subaru following their workout. Special thanks go to Connie Roddy, Sony Pictures, Don Levy, STARBRIGHT Foundation and The Sports Club Los Angeles for their generous contribution to our successful Los Angeles events.



Peter Samuelson, founder of STARBRIGHT, filmmaker Julia Reichert, Lance Armstrong and filmmaker Steve Bognar enjoy the evening before the Los Angeles premiere of *A Lion in the House — Stories of Survivorship*.



Lance tries to keep up with the spinning class at The Sports Club Los Angeles.

The Lance Armstrong Foundation recently sponsored the following survivorship events:

American Psychosocial Oncology Society Annual Conference
Jan 29 – Feb 1, 2004
Orlando, Fla.

Parenthood after Cancer Conference: Today's Options and Tomorrow's Hopes
Mar 5 – 7, 2004
M. D. Anderson Cancer Center, Houston, Texas

Intercultural Cancer Council 9th Biennial Symposium on Minorities, the Medically Underserved and Cancer
Mar 24 - 28, 2004
Washington, D.C.

Oncology Nursing Society Survivorship Session on Sexuality
Apr 29 – May 2, 2004
Anaheim, Calif.

The Wellness Community Annual Conference
Nov 2004
Washington, D.C.

International Psycho-Oncology Society Annual Conference
Aug 25 – 28, 2004
Copenhagen, Denmark

LAF Raises Funds in Chicago

The LAF hosted several fundraising events in Chicago in October, including two private rides with Lance and a benefit dinner, which together raised nearly \$300,000. The Lance Armstrong Foundation also sponsored a teleconference panel discussion at Gilda's Club Chicago. The discussion, entitled *Cancer Survivorship: Living With, Through and Beyond Cancer*, drew 110 participants who heard Lance and other cancer survivors share their perspectives on cancer survivorship.

The LAF would like to thank our Chicago volunteer committee for their tireless work: Chris Carley, Greg Stahl, Dan Boland, Abbie Roth, Mark Stephen and Tim Jenkins. We would also like to acknowledge Vong's Thai Kitchen and Geoff Alexander for their assistance with the dinner and Kevin Brown for providing the dinner. Special thanks additionally go to Tim Jenkins for providing the breakfast at Michigan Shores Country Club before both private rides.

The Peloton Project and Ride for the Roses Weekend Raise \$4.5 Million for Cancer Survivorship



Peloton Project Award winners pose with Lance after the Peloton Appreciation Dinner. Pictured are Robert Kukulka, Paul Beck, Lance Armstrong, Noreen Driscoll-Breslauer, Jeff Rushton and master of ceremonies for the event, David James Elliott.

Whether they called themselves cyclists, runners, filmmakers, donors, volunteers or survivors, those who made the 2003 Ride for the Roses Weekend a success had a collective focus. Individuals from the community came together in Austin, Texas, on October 24 – 26, to celebrate cancer survivorship and the extraordinary efforts of the 2003 Peloton Project members, who raised nearly \$4.5 million for those living with, through and beyond cancer.

The PowerBar Health & Sports Expo kicked off the weekend's events on Friday and continued through Saturday afternoon. Visitors viewed product demonstrations, purchased sports gear and apparel, and gathered information about cancer screening services and programs.

During Friday evening's Peloton Dinner, Lyle Lovett sang songs with Lance to a crowd of more than 700. Underwritten by Bristol-Myers Squibb, the event honored Peloton Project members, including the 2003 Peloton Project Award winners, who received special recognition for their outstanding efforts.

Hodgkin's survivor and third-year Peloton member Paul Beck received the 2003 Peloton Messenger Award for gathering the largest

number of individual donations from more than 330 contributors. The Lance Armstrong Foundation presented Robert Kukulka with the 2003 Peloton Challenger Award for raising more than \$40,000 during his first year in the Peloton. Jeff Rushton, whose team raised more than \$161,000, received the 2003 Peloton Champion Award, which recognizes the top fundraiser. The Peloton Project Triumph Award, a special award that the LAF created this year, went to Noreen Driscoll-Breslauer for demonstrating a tremendous commitment to the LAF mission and serving as a model fundraiser for others.

On Saturday morning, runners and walkers celebrated cancer survivorship by taking part in the AMD Run for the Roses. The event brought close to 1000 runners and more than 100 volunteers downtown to a race course around Town Lake.

Nearly 1800 people attended the Saturday evening Wells Fargo premiere and discussion of *A Lion in the House—Stories of Survivorship*, a documentary about the lives of three children living with cancer. Following the film, Lance moderated a discussion with film-

makers and subjects. The event drew emotional responses from audience members and increased anticipation for the PBS airing of the full documentary series in 2005.

Despite chilly weather, more than 5600 cyclists and 700 volunteers gathered at the Travis County Expo Center for the Ride for the Roses on Sunday. Riders received cheers and red roses as they completed the race and celebrated at the Post Ride Party where they enjoyed plenty of food and beverages donated from Coca-Cola, HEB and Guinness.

Most of the crowd was gone when volunteers received word that two cyclists, a cancer survivor and his dad, were still out battling the course long after the ride's closing mark. The father and son team were determined to complete the 100-mile ride despite the freezing rain and blistering wind. Volunteer committee chair Allison Wright looked on as remaining volunteers tossed rose petals to celebrate the team's victory when they crossed the finish. "I don't know the names of those two gentlemen, and I doubt I'll ever see them again, but in the most pure and sincere form, they showed me what the LAF is all about," Wright said.

Special thanks to all our Ride Weekend Sponsors!

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Seeking Nominations for the Carpe Diem Spirit of Survivorship

The LAF is calling for your nominations for our Carpe Diem Spirit of Survivorship

Award! Announced each year at the Live to Ride Gala, the Spirit of Survivorship award honors a cancer survivor who demonstrates a resilient attitude toward his or her illness and inspires others to live life to the fullest.

Five-time metastatic breast cancer survivor Karen Hornbostel was honored with the 2003 Spirit of Survivorship Award. After her 1993 diagnosis, Karen went through intensive training and won the U.S. Women's 40-44, Master National Criterium Championship in cycling three years later. By creating and expanding the Summit Cancer Exercise Program for Breast Cancer Survivors, she has also helped

hundreds of cancer survivors stay physically fit throughout their treatment. As a competitive cyclist, coach, teacher, entrepreneur and survivor, Karen exemplifies the "Spirit of Survivorship."

This year, we are partnering with Subaru and Wells Fargo to solicit nominations and collect images of cancer survivors from across the country. We encourage you to submit a nomination for anyone that you feel would be an excellent candidate and check our website for the Spirit of Survivorship Search. The deadline to submit a nomination is Feb. 6, 2004, and awards will be presented on April 17, 2003.



2003 Spirit of Survivorship award-winner, Karen Hornbostel

Additional 2003 Community Program Participants

The LAF recently awarded five new Community Program grants to community cancer survivorship initiatives. The Community Program reached out for the first time this year on a national level to organizations that promote the optimal physical, psychological, and social recovery and care of cancer survivors and their loved ones.

A grant to Camp Sunshine in Decatur, Georgia, funded the Outdoor Challenge Course, a program that flies adolescent cancer survivors to Colorado for six days of backpacking, camping,

group initiative challenges and additional activities. Participants were encouraged to step outside their boundaries and learned more about themselves and others.

A grant to the Children's Oncology Camp Foundation in Missoula, Montana, helped fund the Young Adult Survivors Conference. Through the conference, participants learned skills to advocate for themselves and others on personal, community and national levels.

A grant to the Osseo-Fairchild Public Education Foundation in Osseo, Wisconsin, will assist them,

in association with the Trempealeau County Health Dept, in providing informational presentations and survivorship support to residents of the rural area of Trempealeau County.

A grant to the Richardson Regional Medical Center Foundation, Inc. in Richardson, Texas, will provide funding for Living on Purpose, a survivorship program addressing education and quality-of-life needs in a supportive group environment. The program incorporates music therapy, art therapy, biofeedback and relaxation techniques, information on physical activity and nutrition and group interaction.

A grant to Reel Recovery in Centennial, Colo., made possible a fly-fishing retreat in October for men living with, through and beyond cancer. The grant will also provide Reel Recovery with funds for future marketing development in the program's effort to reach communities across the nation.

The LAF is pleased to announce its most recent Community Program participants. More information on these organizations and our other programs is available on our website at www.laf.org.

Advocacy Program Update

The LAF is collaborating with leading health policy organizations to advance the Cancer Survivorship Research and Quality of Life Act of 2003, H.R. 2986/S.1496. If passed, this legislation will help expand and coordinate research and programs on cancer survivorship within the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC).

Additionally, the LAF is working closely with U.S. Senators Sam Brownback, R-Kan., and Judd Gregg, R-N.H., to include a survivorship provision in a larger bill, the National Cancer Act of 2003, which is currently being drafted. The bill was introduced on November 30, 2003.

Several current and prospective appropriations measures may also provide substantially for cancer survivors in years to come. The House voted recently on a provision that would support increased funding for the NIH for fiscal year 2004. Many representatives addressed the important role of the NIH with regard to cancer research and prevention.

The LAF remains optimistic that Congress will increase funding for state-based comprehensive cancer programs as the legislature drafts its funding bill that supports health programs in coming weeks. Federal funds may also be provided to establish a Cancer Survivorship Resource Center for the first time ever.

We are excited about the possibilities to further survivorship on a national level and hope that these events will benefit survivors well into the future. If you are interested in supporting the LAF Advocacy Program, we invite you to contact your Senators and Representatives through the Capitol switchboard at 202-224-3121.



Reel Recovery program participants enjoy their October retreat.