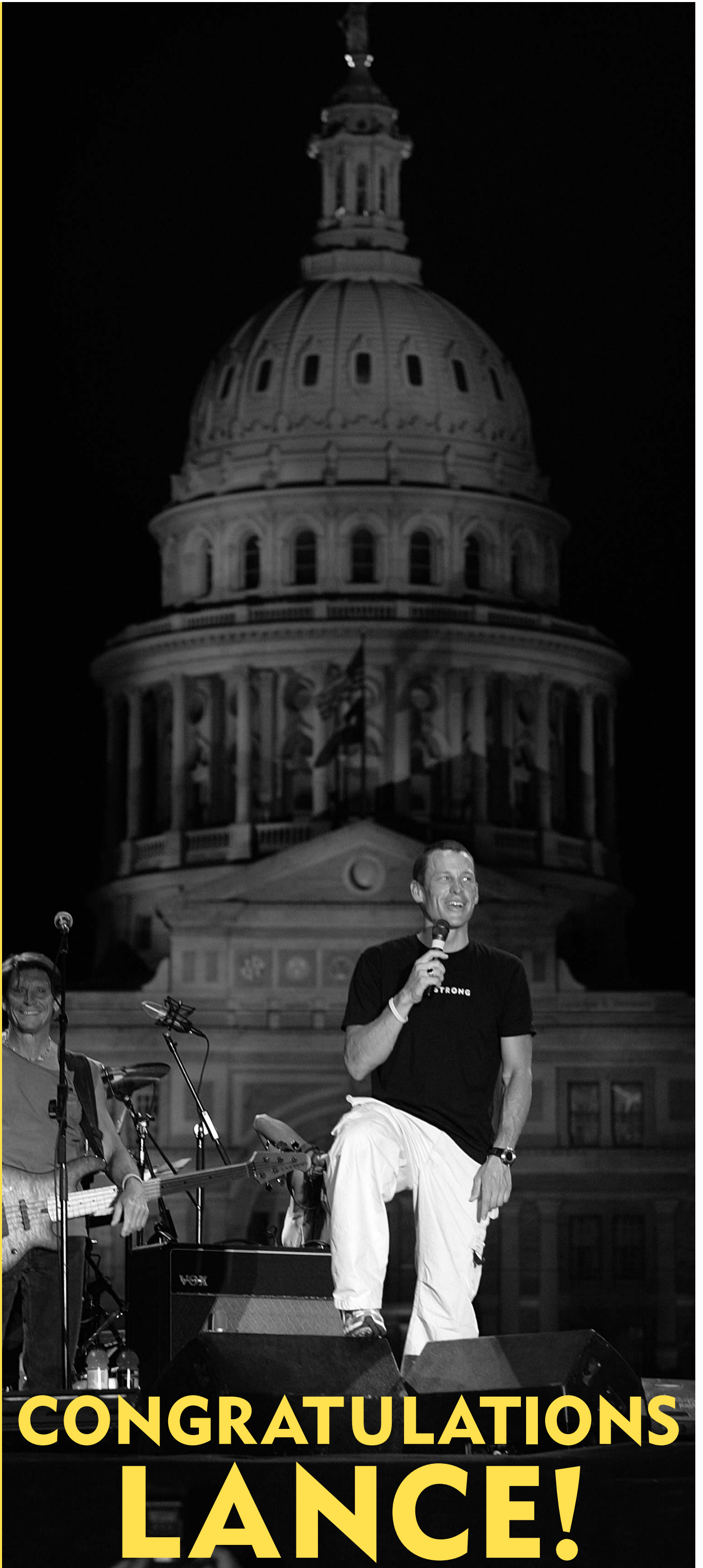


The Journal for the  
Lance Armstrong  
Foundation

2004 ~ Issue Two

# CAREER DIE M



**CONGRATULATIONS  
LANCE!**

Lance speaks to a crowd of 60,000 at his welcome home celebration on August 13, in Austin, TX. Photo by Kreutz Photography.

### From the President & CEO...

What an exciting time to be at the LAF. As Lance rode into Paris on July 25 as the six-time Tour de France winner, cancer survivors around the world celebrated his hard work and dedication. With his victory, the Foundation has experienced an increase in donations and support from millions of generous people whose lives have been touched by cancer. We are so proud of Lance and his accomplishments and congratulate him on a job well done.

The Wear Yellow Live Strong campaign has also been a huge success. Since the campaign launched in May, the LAF and Nike have sold more than 12 million yellow LIVESTRONG™ wristbands. We continue to receive hundreds of inspirational stories every week from cancer survivors and supporters around the world who are proudly wearing their LIVESTRONG™ wristband. I want to take this opportunity to personally thank each of you who have supported this campaign by purchasing and wearing a wristband. Your support has helped raise millions of dollars and created enormous awareness for the important work the LAF is doing in support of people living with cancer.

On behalf of Lance and the entire board and staff of the LAF, I also want to acknowledge the tremendous generosity of Nike. No other corporation has invested as much time, energy and resources in the LAF as Nike and its employees have in support of the Wear Yellow Live Strong campaign, and we cannot thank them enough for their generous support. Thank you, Nike, for believing in Lance and believing in our mission to support cancer survivors and their loved ones.

We are also very excited about the 2004 Ride for the Roses Weekend. More than 6,500 cyclists are expected to visit Austin for the Weekend, which serves as the LAF's major outreach and awareness event. Celebrating the efforts of the Peloton Project, the Weekend will include several events that will be fun for the entire family. This year we have added the LIVESTRONG™ Kids Event to the Weekend activities.

In August, we were thrilled to announce partnerships with 39 nonprofit organizations. With these partnerships, cancer survivorship programs will be made possible in communities all over the nation. We are so proud to be a part of what these incredible organizations are doing every day for people living with cancer.

We look forward to the events and opportunities that will unfold in the coming months. As always, we appreciate the support of our generous volunteers, donors and sponsors and thank you for making the work we do possible.

Live Strong,



Mitchell Stoller



## It's Right on Your Wheels

Ride for the Roses Weekend is just around the corner and the excitement is building. Ride Weekend, which is scheduled for October 15-17, in Austin, Texas is among the most popular and significant events in the world of cycling. The Weekend serves as the LAF's major outreach and awareness event and celebrates the fundraising efforts of the Peloton Project, the Foundation's grassroots fundraising and outreach initiative.

Presented in partnership with the John Wayne Cancer Foundation, this year's Ride for the Roses Weekend is comprised of several fun and exciting events that are appropriate for all ages. Peloton members from different parts of the country and

abroad will come to Austin to participate in events including the Ride for the Roses; the PowerBar Health & Sports Expo; the LIVESTRONG™ Kids Event; *A Conversation with Lance* presented by Wells Fargo; the Peloton Appreciation Dinner sponsored by Bristol-Myers Squibb and the Post Ride Party. Guinness will sponsor the Volunteer Appreciation Party following the weekend.

Co-sponsors and in-kind sponsors for Ride for the Roses Weekend include Austin's Pizza, Coca-Cola, DeFeet, Flowerbud.com, HEB, HorseBack Salad Entertainment, KGSR-FM, KLBK-FM, KXAN, Nextel, Nike, Peet's Coffee, Shimano, Subway, Texas Cable News, Trek and VeloNews.



### LAF Participates in the Second Biennial NCI and ACS Cancer Survivorship Research Conference

Representatives from the LAF attended the second biennial National Cancer Institute (NCI) and American Cancer Society (ACS) Cancer Survivorship Research Conference in Washington, D.C., June 17-18. The conference brought together people across several fields of cancer research and survivorship and focused on innovative research findings. Attendees networked with

multidisciplinary experts who are committed to the advancement of survivorship research. Healthcare professionals, community based advocates, state public health planners and cancer survivors joined forces during the conference to share ideas about how to increase the momentum and effectiveness of survivorship research and awareness.

During the conference, the LAF sponsored the Survivor-Researcher Mentor Program, which provided scholarships for 20 emerging leaders in the cancer advocacy community to attend the conference and interact with researchers. The mentorship program was designed for three main purposes: to enhance the conference experience for cancer survivors and advocates by providing opportunities for small group discussions and question

and answer sessions with cancer researchers; to enhance the conference experience for cancer researchers by providing opportunities for them to meet and talk with those whose lives are directly affected by cancer; and to provide a means of disseminating conference outcomes to cancer survivors and others in the cancer community.

"Bringing people from the cancer community and experts on the subject of survivorship together to share their experiences and findings was a huge asset to the conference," said Suzanne Kho, associate director of the research program for the LAF. "The LAF's support of this program had a significant impact on the quality of the conference by ensuring that survivors were adequately represented."



## LAF Announces 2004 Community Program Grantees

The LAF announced in August partnerships with 39 nonprofit organizations across the nation. As part of its Community Program, the Foundation awarded grants totaling more than \$1 million. The LAF Community Program helps people living with cancer in their local communities, builds nationwide camaraderie among organizations and promotes cancer survivorship education and programs.

"This year's applicants were outstanding," said Andy Miller, associate director of public health at the LAF. "We are proud to support these groundbreaking organizations with their mission to help people living with cancer."

Grants were awarded in four specific areas: adolescent and young adult issues, physical activity, survivorship education and support, and palliative and end-of-life-care. Each nonprofit organization chosen in its respective category completed a rigorous application process. Proposals for programs were reviewed by a committee of cancer survivors, survivorship experts, advisors and LAF staff. This year the LAF also awarded multi-year grants in an effort to support the longevity and success of partner organizations.

Since its inception in 2001, the LAF Community Program has awarded more than \$2 million in grants to various organizations.

## \$12 Million Budgeted for Comprehensive Cancer Funding in FY2004



**CENTERS FOR DISEASE CONTROL AND PREVENTION**

Earlier this year, President Bush signed the FY2004 Omnibus Appropriations bill into law, which included a \$2.7 million increase

(for a total of \$12 million) for Comprehensive Cancer funding to the Centers for Disease Control and Prevention.

The FY2004 spending bill contained \$300,000 for the LIVESTRONG™ Resource Center and \$100,000 to develop an educational support program for families affected by cancer in Fallon, Nevada. The LAF is working with key stakeholders to develop a program that delivers an array of therapeutic activities

geared toward children and families in the Fallon area, where an inordinate number of children have been diagnosed with acute lymphocytic leukemia.

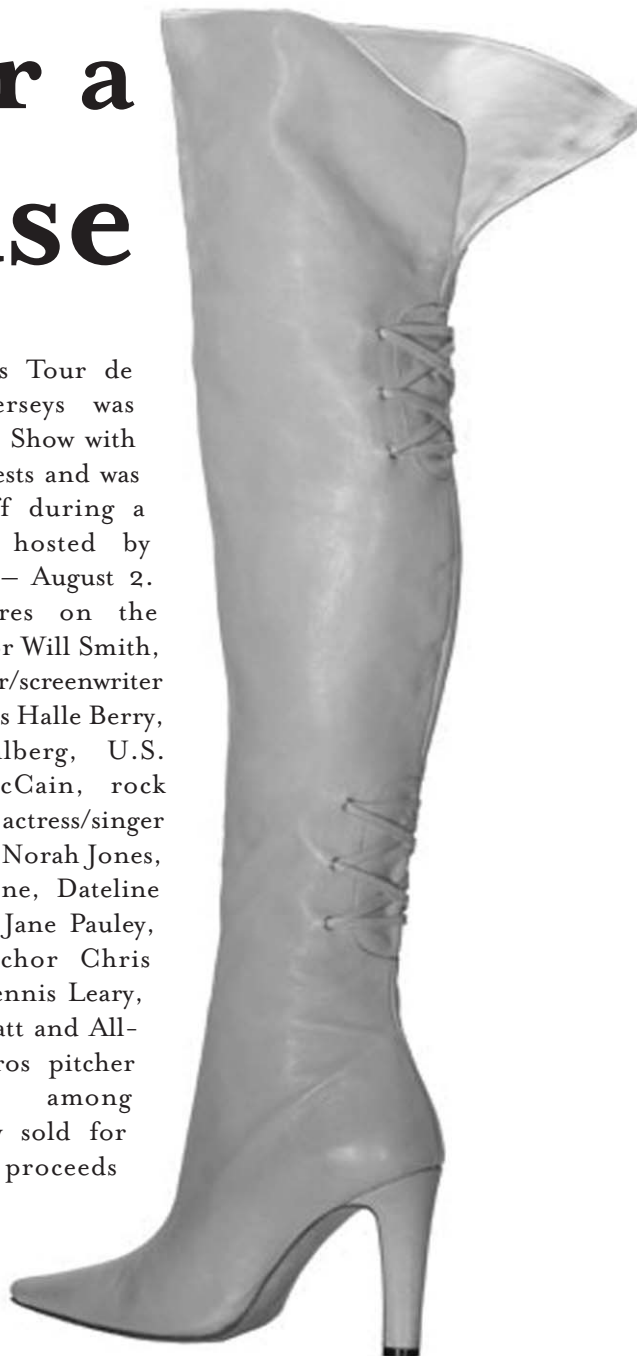
This year, the LAF is working to expand on the success of the LAF congressional earmarks by making federal funding requests for five survivorship centers. The LAF will also continue to pursue federal funding for the LIVESTRONG™ Resource Center.

## Shopping for a Good Cause

Yellow proved to be the premier color in the fashion world as well as the color of support for people living with cancer this summer when Style.com hosted an online auction of one-of-a-kind yellow garments and accessories created by several of the world's leading fashion designers. The auction took place July 6 – 16, coinciding with the first half of the Tour de France and raised more than \$16,000 for the LAF.

Auction items included an Oscar de la Renta yellow dress and clutch from the 2004 spring/summer collection; a pair of thigh high suede banana boots donated by Manolo Blahnik; a Louis Vuitton custom-made yellow Epi hatbox and an 18-karat gold bracelet donated by Robert Lee Morris. Additional designs included items from Carolina Herrera, Narciso Rodriguez, David Yurman, Ralph Lauren, Donna Karan, Michael Kors and many more.

One of Lance's Tour de France yellow jerseys was signed by "Tonight Show with Jay Leno" show guests and was also auctioned off during a separate auction hosted by Style.com July 26 – August 2. Celebrity signatures on the jersey included actor Will Smith, singer Brandy, actor/screenwriter Matt Damon, actress Halle Berry, actor Mark Wahlberg, U.S. Senator John McCain, rock group Sugar Ray, actress/singer Hilary Duff, singer Norah Jones, actress Sharon Stone, Dateline NBC news anchor Jane Pauley, MSNBC news anchor Chris Matthews, actor Dennis Leary, actor Benjamin Bratt and All-Star Houston Astros pitcher Roger Clemens, among others. The jersey sold for \$8,500 with all proceeds benefiting the LAF.



Manolo Blahnik donated a handmade pair of yellow boots for the Style.com auction.

## 2004 Community Program Grant Recipients

Asian & Pacific Islander  
American Health Forum  
Benedictine Hospital  
CancerCare, Inc.  
Cancer Patient  
Support Program  
Children's Cancer  
Association  
Children's Chance  
Children's Hospital and  
Regional Medical Center  
Creative Healing Project  
Delta Regional  
Medical Center  
Friends of Froedtert  
Hospital Foundation, Inc.  
Genesys Hurley  
Cancer Institute  
Good Samaritan  
Hospital Foundation  
Hoop Dreams  
Basketball Academy  
Jewish Family Service  
of San Diego  
Native People's  
Circle of Hope  
New York Legal  
Assistance Group  
Padres Contra El Cancer  
Providence Hospital  
Palliative Care Services  
Reel Recovery, Inc.  
Row As One Institute, Inc.  
Seton Healthcare  
Network/Cancer  
Care Team  
Southeast Alaska Cancer  
and Wellness Foundation/  
Cancer Connection  
TEAMSurvivor  
Madison Inc.  
Texas Partnership for  
End-of-Life Care  
The Art Station  
The Family Center  
The Gathering Place  
The Minnie Pearl  
Cancer Foundation  
The San Francisco General  
Hospital Foundation  
The UnBroken Circle  
Thomas Jefferson  
University  
Tomorrow's Children's  
Fund  
Ulman Cancer Fund  
for Young Adults, Inc.  
University of Alabama  
at Birmingham  
Comprehensive  
Cancer Center  
University of Michigan  
Upstate NY Cancer  
Research and Education  
Foundation Wellness  
Program  
Washington Cancer  
Institute at Washington  
Hospital Center  
Washington University  
Wellness House



## Lance Earns His Sixth Tour de France Title and Inspires Cancer Survivors Around the World

The Lance Armstrong Foundation joined the excitement at the 91st annual Tour de France as Lance made history by becoming the first man to win six Tours and inspired cancer survivors all over the world. The Tour began on July 3 in Liège, Belgium and 23 days, 20 stages and 2,088 miles later, Lance crossed the finish line as a record-setting champion on July 25 in Paris.

"Lance's participation and triumph in his sixth Tour attempt is a symbol of hope, courage and inspiration to people living with cancer," said LAF president and chief executive officer, Mitch Stoller. "Lance continues to prove that life after cancer is all about living strong."

As Lance crossed the finish line in Paris, cancer survivors all over the world celebrated his victory. "Lance Armstrong is empowerment," cancer survivor and LAF volunteer Helen Knost said. "If he can do what he has done after cancer, I can surely run again, enter a race and complete a marathon. I was told I wouldn't be able to run again after my last surgery and I'm currently training for my fifth marathon."

Congratulations Lance and thank you for continuing to be an inspiration to the millions of people living with cancer!

## Wear Yellow Live Strong Campaign Raises More Than \$12 Million for the LAF

Since the Wear Yellow Live Strong campaign kicked off in May, the LAF in partnership with Nike, has sold millions of wristbands generating more than \$12 million in sales. The wristbands quickly become a popular symbol of hope, courage and inspiration and have been spotted around the world.

Everyone from cancer survivors to children to celebrities including Ben Affleck, Andre Agassi, Bono, President Bush, Bill Clinton, Sheryl Crow, Tom Hanks, John Kerry, Gwyneth Paltrow, Jada Pinkett Smith, Ben Stiller, Robin Williams, Serena Williams, Bruce Willis and the USPS team among many others are wearing them. Several cyclists on opposing teams also wore wristbands during the Tour de France to show their support for cancer survivors. "Cancer doesn't pick teams and it affects the lives of so many people," said Michelle Milford, associate director of public relations for the LAF. "The money raised through the Wear Yellow Live Strong campaign will give us new opportunities to provide leadership, resources and support for people, especially young people, living with cancer," said Mitch Stoller, president and chief executive officer of the LAF. For more information about the campaign or to purchase a LIVESTRONG™ yellow wristband, please visit [www.laf.org](http://www.laf.org).



Serena Williams wears a LIVESTRONG™ yellow wristband during the Cannes Film Festival. Photo by Getty Images.

### LAF Partners with the CDC's Comprehensive Cancer Control Leadership Institutes

The LAF has signed on as a partner of the Comprehensive Cancer Control Leadership Institutes (CCCLI.) The CCCLI is a collaborative effort convened by the American Cancer Society, the American College of Surgeons, the Association of State and Territorial Health Officers, C-Change, the Centers for Disease Control and Prevention,

the Chronic Disease Directors, the Intercultural Cancer Council, the National Cancer Institute and the North American Association of Central Cancer Registries.

The CCCLI regional institutes are designed to help state cancer coalitions create, implement and evaluate their state cancer plans. They also provide a strategic opportunity for a group of highly skilled and influential individuals to engage in collective action to support implementation efforts for a comprehensive cancer control approach within their state. The LAF will work with state coalitions through this effort to ensure survivorship is effectively addressed.

## LAF Hosts its First Building a Community of Hope Conference

The Lance Armstrong Foundation hosted its first Community Program Conference: Building a Community of Hope, August 13 – 15, in Austin,

Texas. The conference brought together LAF Community Program partner organizations for a weekend of capacity and community building activities and focused on topics including strategic planning, infrastructure development, the fundamentals of fundraising and evaluation. Attendees also engaged in relationship building activities during which they had the opportunity to discuss ideas and challenges and exchange best practices.

"The conference was an important step toward our goal of supporting our partners beyond

funding them, but by giving them the appropriate training and tools they need to improve and sustain their programs," said Priya Sircar, public health program manager for the LAF. "It also gave attendees the opportunity to network with other organizations and develop relationships within the survivorship community."

Candace Street, director of development for Special Love, Inc. attended the conference and was very impressed with the ideas and topics covered throughout the weekend. "The idea of bringing Community Program partners together to create

an environment in which they can share strategies and successes is groundbreaking," she said. "I will take so much valuable information away from this conference. Other foundations should use this conference as a model."

Speakers at the conference included Marion Lee, affiliate consultant with Greenlights for Nonprofit Success and John Librett, Ph.D., of the Centers for Disease Control and Prevention. More than 100 representatives from LAF Community Program partner organizations attended the conference.

# Wonders & Worries Provides Hope to Families Dealing with Cancer

After several years of working with pediatric oncology patients and children affected by cancer, Meredith Cooper, MS, CCLS, LPCI, executive director of Wonders & Worries and Melissa Hicks, MS, CCLS, LPC, RPT, co-founder of the organization, recognized the need for formalized psychosocial services for children and adolescents who have a family member who has been diagnosed with cancer or other serious illnesses.

The LAF provided funding to conduct a pilot support group for children who have a parent with cancer in the Spring of 2001. Upon completion, the program was evaluated and shown to be extremely beneficial for the children and families involved. Wonders & Worries, the Austin-based nonprofit, was incorporated in August of 2001. Seeing the value of the services and possible opportunities for growth, the LAF awarded Wonders & Worries with a grant which allowed expansion of its services.

Today, Wonders & Worries provides an array of therapeutic activities geared toward children, youth and families coping

with serious or life-threatening illnesses, primarily cancer. To assure that each child's needs are met, child-life specialists work with program participants through a six-week program that includes formalized support groups, individual counseling and recreational group activities so that they can develop an age-appropriate understating of the illness and learn to openly communicate with loved ones about their feelings.

The activities of Wonders & Worries support several of the recommendations in the *National Action Plan for Cancer Survivorship* including their evaluation of the effectiveness and impact the program has on its participants and adding child-life specialists to the healthcare team.

Maggie Tate, whose mother is battling colon cancer, said Wonders & Worries provides her children Kayla and Julia, ages 7 and 5, with the much needed opportunity to spend time with other children who are going through the same thing. "I don't know what I would have done without this program," she said.

Cooper says that the organization strives to work with children and their parents from the time of

diagnosis, helping them explain what the diagnosis is, how it is treated and any side effects, in order to help children cope with the changes that go on in their families. "We encourage families to be honest and develop a trusting relationship with their children," she said.

Arleen LaMonica who recently lost her husband to esophageal cancer said that Wonders & Worries is helping her daughter Megan, 7, to cope with the changes that they are facing as a family. "It helps me to understand what Megan is experiencing and know how to answer the questions she asks."

Brenda Langford who is undergoing treatment for breast cancer, says that the program has helped her oldest child, Alyse, 9, to focus on the positive things in life and be reassured that her fears and feelings are normal. Another program participant, Regan Hahn, 9, who lost his aunt to cancer said that Wonders & Worries "helps him to feel better," when he thinks about her.

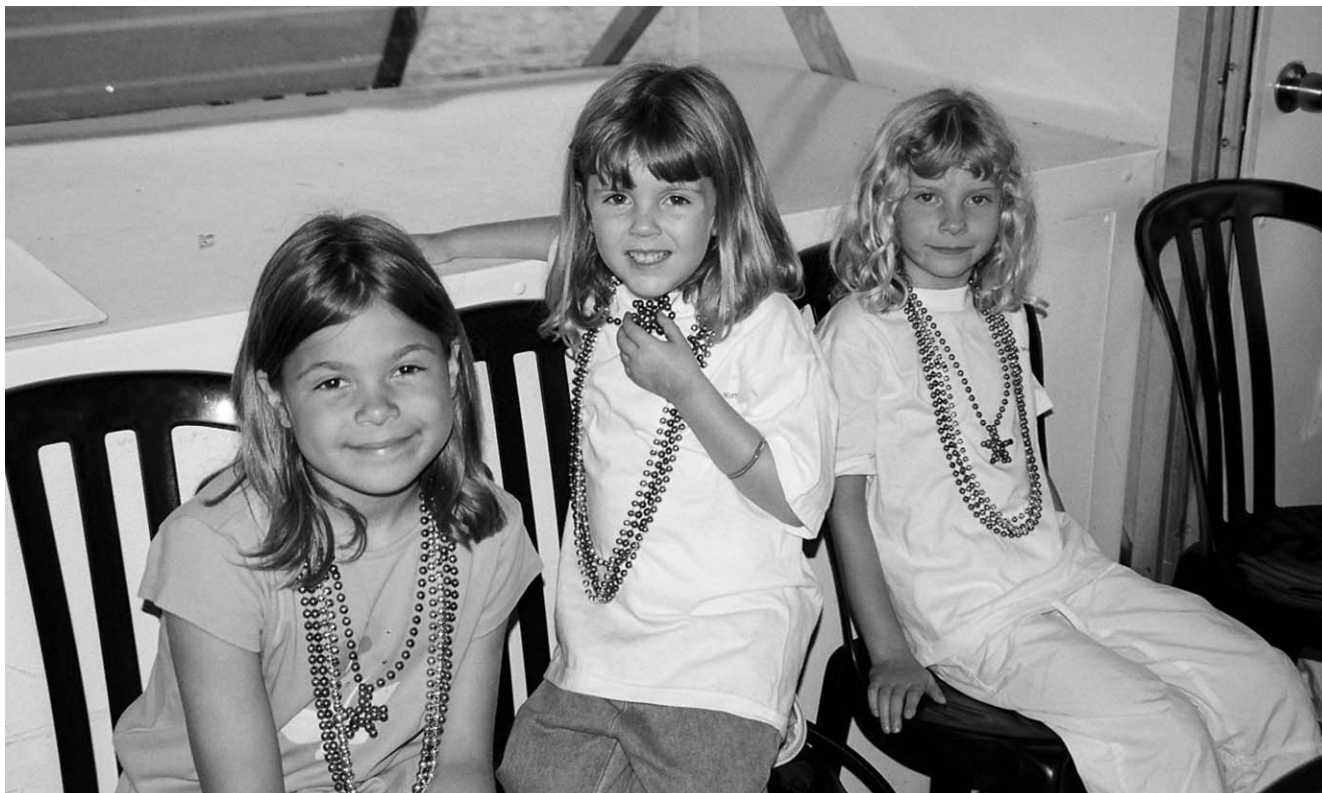
Since its inception, Wonders & Worries has served close to 200 families. For more information, visit [www.wondersandworries.org](http://www.wondersandworries.org).

## LAF Announces LIVESTRONG™ SurvivorCare Program

The LAF and CancerCare have teamed up to launch the LIVESTRONG™ SurvivorCare program. CancerCare is a non-profit organization that provides free professional counseling, educational programs, financial assistance and practical help to people living with cancer and their loved ones. This service is an extension of the LIVESTRONG™ educational program and will extend the established professional support services of CancerCare to cancer survivors and their families. People who contact the LIVESTRONG™ SurvivorCare program can receive information about the LIVESTRONG™ website including specific survivorship topics, stories and tools as well as referrals to other organizations that can provide direct assistance with survivorship topics.

The program also offers cancer survivors free counseling services from CancerCare's trained oncology social workers who are able to address specific survivor concerns. Counseling can be individual or through one of CancerCare's telephone or online support groups. Social workers are available to objectively listen to concerns, help survivors with decision making about treatments or other issues, provide information about educational workshops or support groups, or just be someone to talk with about cancer survivorship issues. Anyone who believes that they may benefit from these services can contact the LIVESTRONG™ SurvivorCare program at (866)235-7205 or by email at [livestrong@laf.org](mailto:livestrong@laf.org).

Since its inception, the program has received more than 200 phone calls, hundreds of emails and more than 1,100 referrals have been made.



Alyse Langford, 9, Julia Tate, 5, and Kayla Tate, 7, attended the third-annual "Bat Kruiise," one of Wonders & Worries therapeutic family events.

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**OUR MISSION** The Lance Armstrong Foundation believes that in your battle with cancer, knowledge is power and attitude is everything. From the moment of diagnosis, we provide the practical information and tools you need to live strong. 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).

## Austin, Texas Celebrates Lance's Sixth Tour de France Win

Lance was welcomed home from the Tour de France during a celebration on Friday, August 13, in Austin, Texas. A crowd of more than 60,000 people from all over the country lined Congress Avenue to catch a glimpse of the six-time Tour de France winner as he rode his bicycle through downtown Austin, leading a group of cancer survivors to the main stage. Musical performances by The Steve Miller Band, Sheryl Crow and Robert Earl Keen were part of the festivities along with a special video presentation highlighting Lance's six Tour wins.

The celebration was underwritten by the City of Austin, Capital Sports & Entertainment and Dell. The sponsors included AMD, Bristol-Myers Squibb Company, Subaru, Michelob Ultra, Sam's Club, Wal-Mart, USPS, Dansani, GSD&M, H-E-B, Time Warner and Whole Foods.



LAF volunteers carry yellow balloons down Congress Avenue during Lance's welcome home celebration.  
Photo by Kreutz Photography.

# LIVESTRONG™