

The Journal for the
Lance Armstrong
Foundation

2004 ~ Issue Three

CAREER DIE M



More than 10,000 cancer survivors, cyclists, donors and volunteers joined Lance in Austin, Texas, October 15-17, for the 8th annual Ride for the Roses Weekend, presented in partnership with the John Wayne Cancer Foundation.
Photo by Kreutz Photography.

From the President & CEO...

As 2004 comes to a close, I would like to extend a special thanks to all of our supporters and partners. You have helped us touch the lives of cancer survivors all over the country and throughout the world through our Research and Community Programs, advocacy and education initiatives, and the Peloton Project.

This year our programs expanded to reach more cancer survivors than ever before. The Community Program awarded more than \$1 million in grants to 39 nonprofit organizations across the country, almost doubling the award amount in 2003. The Research Program increased its support by more than \$1.2 million, awarding \$3.3 million to researchers studying the issues of survivorship and testicular cancer.

Through our advocacy initiatives, the LAF worked to educate White House officials, congressional leaders and the public health community about cancer survivorship issues. We continue to support legislation that establishes grants for entities to educate cancer patients and their families on survivorship care, support programs and community resources. We are also working to expand research and quality of life programs for cancer survivors at the National Cancer Institute and the Centers for Disease Control and Prevention (CDC).

With the announcement of the *National Action Plan for Cancer Survivorship*, a collaboration between the LAF and the CDC, we laid the groundwork this year for all fifty states to develop cancer plans that will more effectively and comprehensively address cancer survivorship with the goal of improving the quality of life for survivors.

Our LIVESTRONG™ resource for cancer survivors, which launched in January, has been a huge success as well. Close to 400,000 people have visited the site since its launch to learn about the physical, emotional and practical challenges that come with a cancer diagnosis.

In October, we hosted our most successful Ride for the Roses Weekend ever. More than 10,000 people from around the country and the world gathered in Austin to celebrate the extraordinary efforts of the Peloton Project. This year, Peloton Project members and event participants raised a record-breaking \$6 million for cancer survivorship.

The Wear Yellow Live Strong campaign also continues to be a huge success for the Foundation. We have sold more than 25 million wristbands, and look forward to the opportunities the campaign will bring in the coming year.

Each year, we reach farther and touch more lives, and this year has been no different. We could not do the work we do without the support of our Peloton members, donors, partners, volunteers and sponsors. Thank you for all you do!

I look forward to building on the successes of this year in 2005.

Live Strong,

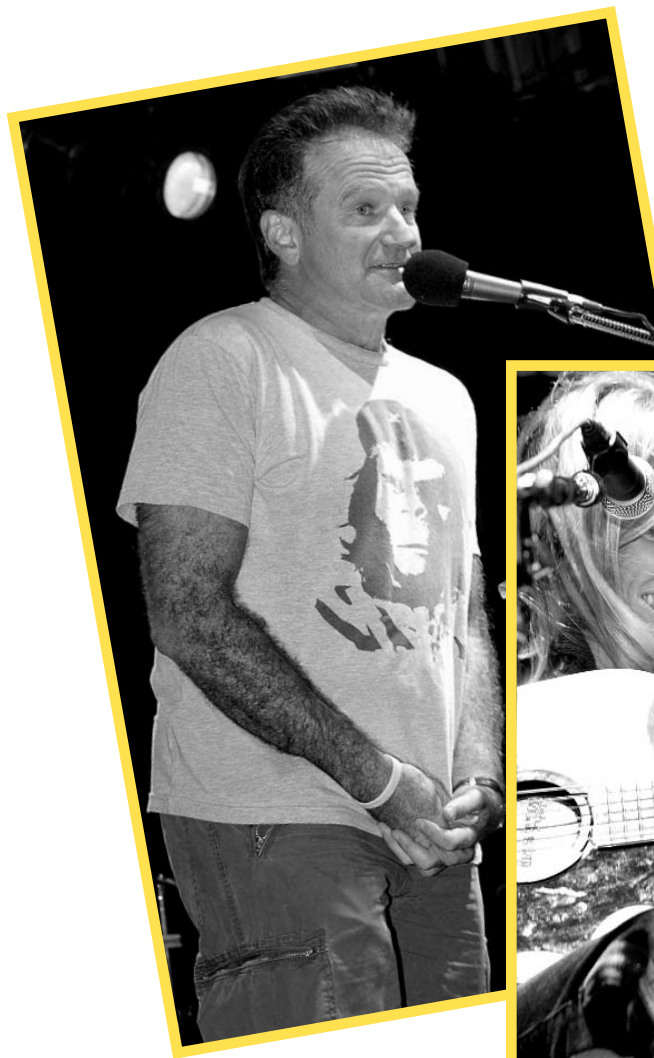


Mitchell Stoller



Ride for the Roses Weekend More Successful than Ever

- During Ride for the Roses Weekend, more than 10,000 people visited the PowerBar Health & Sports Expo where cancer screening services, information on cancer awareness, sports gear and apparel, and new product demonstrations were available. (right) Rachael Smith talks to Lance during the Yellow Jersey autograph session at the Expo.



- (left) Robin Williams, (below) Lance and Sheryl Crow entertained the crowd during Friday night's Peloton Project Appreciation Dinner.



- (right) During the LIVESTRONG Kids Event, presented by Subaru, children and families participated in a one-mile walk around Auditorium Shores. Following the walk, Youth Interactive presented several fun and educational activities. Kids also decorated LIVESTRONG postcards for pediatric cancer patients, listened to storyteller, Carl Anderson, learned bicycle safety tips from the Austin Cycling Association, participated in a hockey goal challenge with the Austin Ice Bats and a football challenge with the Austin Wranglers. The event concluded with a yellow Jell-O food fight.



Photos by Kreutz Photography.



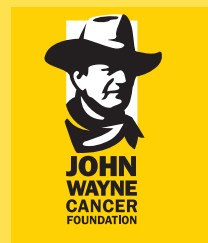
• (top) Ann Curry talks to Lance during *A Conversation with Lance*, presented by Wells Fargo.

• (clockwise from right) Sunday morning began early as 6,500 cyclists joined Lance, Robin Williams, Will Ferrell, Sheryl Crow, Davis Phinney, Bob Roll, and other cycling celebrities to ride through the Austin Hill Country. Individuals of all cycling levels participated in the 6 to 100-mile rides. Each survivor who crossed the finish line received a yellow rose. The Ride was followed by the Post Ride Party, which wrapped up the weekend with food, drinks and live musical entertainment for riders, volunteers and spectators.



Photos by Kreutz Photography.

Special thanks to our 2004 Ride for the Roses Weekend Sponsors



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CONGRATULATIONS!



Lance congratulates John Chamberlain, Pam Whitehead and Mark Griffith on their 2004 Peloton Project Awards. Photo by Kreutz Photography.

LAF Recognizes Outstanding Peloton Project Members

Lance presented outstanding Peloton Project members with awards during the 2004 Peloton Project Appreciation Dinner on October 15. Mark Griffith received the 2004 Peloton Messenger Award for reaching the greatest number of individual donors. John Chamberlain took home the 2004 Peloton Challenger Award which recognizes the top first-year fundraiser. The 2004 Peloton Champion Award went to Matt Potter for being the top fundraiser.

The LAF also presented Pam Whitehead, creator of the "Hope" postcard fundraising campaign, with the 2004 Lori A. Tilton Peloton Triumph Award. The award recognizes a Peloton member who demonstrates remarkable commitment to the mission of the Lance Armstrong Foundation and sets an example for others through their Peloton Project fundraising and outreach efforts. Whitehead raised funds for the LAF in 17 different states.

The award was named in memory of Lori A. Tilton, a Peloton member who embraced the spirit of the LAF, served as an advocate for cancer survivorship issues and raised more than \$20,000 for the Foundation. Whitehead received a \$5,000 LAF community grant to award to the local cancer survivorship program of her choice.

To register for the 2005 Peloton Project, please visit www.laf.org and click on the Peloton Project page.

U.S. House Honors Lance's Contributions to Cancer Survivorship

The United States House of Representatives honored Lance's contributions to cycling and cancer survivorship on September 22, by passing House Resolution 761. This resolution congratulates Lance Armstrong for his historic victory in the 2004 Tour de France and commends his unwavering commitment to cancer awareness and people battling cancer.

"We are so proud that Lance's extraordinary accomplishments - both his athletic feats and his determination to help people with cancer live strong have been recognized and applauded," said Mitch Stoller, president and CEO of the LAF.

The resolution was introduced on September 9, by Representative Lloyd Doggett (TX-10) and was co-sponsored by a bi-partisan group of 58 members of the House of Representatives, including Representatives Lamar Smith (TX-21), Ted Strickland (OH-6) and Sue Myrick (NC-9). The resolution notes that Lance is the first cancer survivor to win the Tour de France and states that his "courage and resolution to overcome cancer

have made him a role model to cancer patients and their families around the world." The resolution further praises Lance's dedication to helping people living with cancer through the Lance Armstrong Foundation. "What defines us is not our setbacks, but how we work to overcome them. While his accomplishments on the bike ensure him a place in history, his work as a public health champion has assured him a place in the hearts of many who battle cancer and those who love them," said Representative Doggett. "To meet the challenge, to strive, to succeed, whether in the Tour de France or the fight against cancer, Lance's work shows the power of personal perseverance."

On the floor of the House chamber, Doggett was joined by other members in support of the bill. He also encouraged fellow members to support the Centers for Disease Control and Prevention's Comprehensive Cancer Control program, which is supported by the Lance Armstrong Foundation.



Lance presents Alex Oden with the first Junior Spirit of Survivorship Award. Photo by Kreutz Photography.

Inspiring 16-year-old Named First Junior Spirit of Survivorship Award Recipient

The Lance Armstrong Foundation named 16-year-old Alexander Oden the first Junior Spirit of Survivorship Award recipient on October 16 during *A Conversation with Lance*, presented by Wells Fargo and hosted by Ann Curry. Oden received a \$5,000 college scholarship with his award.

"The Junior Spirit of Survivorship Award honors a young person living with cancer who has demonstrated a resilient attitude toward his diagnosis and inspired others to live strong," said Mitch Stoller, president and CEO of the LAF. "Alex Oden is a remarkable kid. His efforts in fundraising, volunteer work and outreach have truly made a difference in the lives of people battling cancer."

Diagnosed with germinoma, a germ cell brain tumor, in August 2000 at the age of 12, Oden spent the following years making a significant impact in the fight against cancer. During his recovery from a bone marrow transplant, he and his mother began training together for a sprint triathlon. He used the race to raise \$8,500 in pledges for Tee Up For Tots, a grassroots foundation that supports families affected by pediatric cancer. The success of the event inspired his family to support him through many more races and charity events.

Oden has helped raise a substantial amount of money for a number of cancer organizations, including nearly \$35,000 in three years for the LAF's Peloton Project. "I grew up fast," Alex said after joining the Peloton Project. "I try not to let a day go by without doing something meaningful."

The LAF received 160 nominations for 56 nominees for the inaugural award. Finalists included C.J. Howard of Irvine, CA; Andy Fluhart of Columbia, MO; Shelby Robin of The Woodlands, TX; Caryn Domzalski of Roswell, NY; Alexander Fields of Cincinnati, OH; and Kyle Rattray of Sunnyside, WA.

LAF Awards \$3.3 Million in Research Grants

The LAF recently awarded \$3.3 million in research grants, increasing its support by more than \$1.2 million from last year.

The Foundation accepted proposals in two areas including cancer survivorship and the basic and clinical science of testicular cancer, offering funding for Young Investigator Research Awards of up to \$50,000 per year and Research Awards of up to \$75,000 annually.

Survivorship grants focus on the after-effects of cancer and its treatments by studying the physical, psychosocial and financial issues that cancer survivors face.

Grants in the area of testicular cancer research are awarded to scientists studying the disease and creating and improving treatments. The LAF also requested proposals of up to \$300,000 (plus 10% indirect costs) over three years to

develop a germ cell tumor and tissue bank resource, available to the principal investigator as well as the broader germ cell tumor biology community.

In September, a group of 40 researchers and experts from a variety of fields reviewed 150 grant applications, 78 more than last year. The 2004 research grant recipients will be announced in January at www.laf.org.

25 Million People Wear Yellow, Live Strong

More than 25 million LIVESTRONG wristbands have been sold since the beginning of the campaign in May. The Wear Yellow Live Strong campaign was developed by the LAF and Nike in an effort to raise funds for LAF programs that help people with cancer live strong.

"I am only one of more than 10 million Americans living with and beyond cancer, so there are at least 10 million reasons why I wear my LIVESTRONG wristband everyday," Lance said.

Wristbands have been sold to citizens of all 50 states and in more than 60 countries. Since the launch of the campaign, wristbands have been spotted on a number of athletes, Olympians, musicians, actors and political leaders.

The LAF currently sells approximately 150,000 wristbands every day exclusively at www.laf.org and www.wearyellow.com. The LAF's most recent record-breaking sales day occurred on September 20, when the LAF sold 382,000 wristbands in one day.

Next month, Nike will begin distributing LIVESTRONG wristbands for sale at all Niketown locations, nikewomen stores and Niketown outlets. Wristbands will also be available at Discovery Channel and Build-A-Bear Workshop® stores nationwide.



Lance Armstrong Foundation Survivorship Center in the Works

With a recent gift of \$500,000 from the LAF, the Nevada Cancer Institute (NVCi) will establish the Lance Armstrong Foundation Survivorship Center. The Center, scheduled to open in 2005, will be dedicated to helping people with cancer live strong.

The Lance Armstrong Foundation Survivorship Center will be located within NVCi's patient and information library, and will contain resource materials, Internet access, translation and interpretation services, navigation services and general support for individuals living with cancer. Patients and their families will be able to navigate the complicated questions surrounding treatment options and protocols and receive information necessary to help them from the day of diagnosis.

The Center will have a survivorship coordinator who will be devoted to providing full-time survivorship support, information and services to cancer patients and their families. The coordinator will have the unique opportunity to work with NVCi's medical researchers to study and determine the long-term effects of cancer survivorship.

"We are thrilled to have a partner of the caliber and commitment of the Lance Armstrong Foundation in this historic effort to create a research-linked, comprehensive cancer center for the state of Nevada," said Heather Murren, president and CEO of NVCi. "Now, with the support of LAF, we can offer cancer patients and their families comprehensive survivorship support at all stages of their treatment from diagnosis through recovery."



Crossings program participants performed at The Kitchen in New York City in March.

The Creative Center Provides Creative Outlet for Cancer Survivors

The Creative Center is a community of artists, cancer patients, survivors, trustees, donors and friends who are dedicated to bringing creative arts to people living with cancer.

Each year, The Creative Center in New York City reaches more than 7,000 women, men and children living with cancer through free workshop and hospital artists-in-residence programs.

Recognizing that many of its program participants are physically limited as a result of their cancer experience, The Creative Center developed a pilot project in which survivors and artists worked together to create an improvisational performance piece. The participants experienced considerable physical and emotional improvement as a result.

Realizing the significant impact of the pilot program, the LAF provided The Creative Center with a community grant to expand on the successes of the project in 2003. With the funds, the Center developed *Crossings*, a 12-week movement workshop in which twenty-three women of various ages, ethnicities and with various types and stages of cancer participated.

Through the program, participants gained a better awareness of their bodies and were able to dispel feelings of isolation associated with cancer. The program strengthened the physical, psychosocial and social well-being of its participants.

The project culminated with a performance piece at The Kitchen in New York City. Priya Sircar, public health program manager for the LAF, attended the performance in March. "To glimpse part of the experience of these survivors, to hear from them firsthand about the impact of this program, and to see it expressed on their faces and through their movements was absolutely amazing," Sircar said. The LAF is proud to support The Creative Center in its endeavors to bring the healing world of art into the lives of cancer patients and survivors.

LAF and Dana-Farber Cancer Institute Form Partnership

The LAF recently announced a \$1 million gift to the Dana-Farber Cancer Institute to establish the Lance Armstrong Foundation Adult Survivorship Clinic. The clinic will offer an array of services including consultative care in endocrinology, cardiology and neurology. Services will also include related testing and screening, educational and support programs, and a variety of psychosocial resources, including counseling and neuropsychiatry services. The

clinic, which will be part of the Perini Family Survivors' Center, will focus its resources on developing a robust research program as well.

"Limited attention has been focused on adult cancer survivors during the past decade," says Lisa Diller, M.D., director of the Perini Family Survivors' Center. "With the generous gift from the Lance Armstrong Foundation, we can take this same energy to address the many unmet needs of adult cancer survivors."



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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.

Wells Fargo Presents *A Conversation with Lance* Hosted by Ann Curry

Wells Fargo presented *A Conversation with Lance*, hosted by the "Today" show's Ann Curry during Ride for the Roses Weekend.

The program, which focused on the issues that cancer survivors face, featured an interview with Lance by Curry followed by a question and answer session with a select panel of cancer survivors. During the program Lance talked about several cancer related issues including his personal experience with cancer, the role that hope plays in the life of a cancer survivor, and the long term effects of a cancer diagnosis.



Cancer survivors who participated in *A Conversation with Lance* included (back row, left to right) Jodi Sax, Steve Brown, Fayruz Benyousef, Larry Holman, Teresa DeChant, Sharon Crowder, Lance Armstrong, David Wright, Maxine Yonker, Lewis Lepene, Greg Ferris, (front row, left to right) John Phua, Susan Rafte, Alexander Oden, Andrew Molenda and C.J. Howard.

Photo by Kreutz Photography.



All of us at the LAF would like to wish you a happy holiday season and the very best in the New Year!

