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Livestrong Challenge kicks off in Davis



Sam Pickering Pick, Sacramento Cycling Examiner

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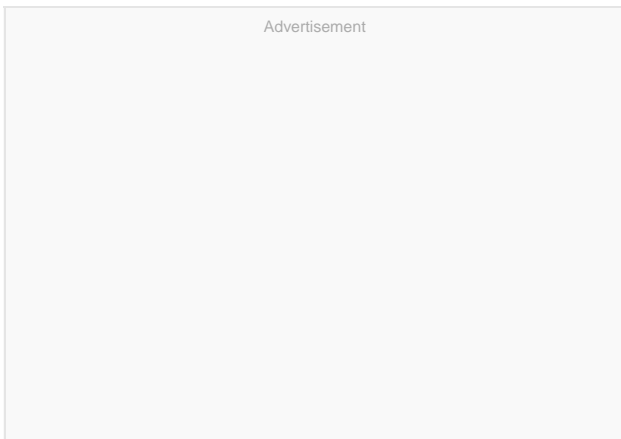
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The 2011 [Team Livestrong Challenge](#), a high-profile regional cancer fundraising event, debuts in Davis today, bringing teams of cyclists to the small college town a few miles west of Sacramento. Participants from all over Northern California will take part in several set distance rides, from 20 miles through to 105 miles, raising money and awareness for cancer survivors.

The Team Livestrong Challenge series is an offshoot of the highly-visible [Lance Armstrong Foundation](#), a charity created in 1997 by former pro-cyclist, Tour de France winner and cancer-survivor Lance Armstrong. Armstrong has been a tireless advocate for his cause, even coming out of retirement in 2009 to raise visibility for his foundation. Millions of cyclists and supporters around the world wear the famous yellow bracelet, which has become as much a symbol of affinity for cycling in general as it is a totem of support for cancer research.



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The Livestrong Challenge, now in its fourteenth year, is the signature event of the Lance Armstrong Foundation. Through regional participation in small-to-medium size towns, grassroots volunteer networks bring together cyclists, triathletes and runners with the intention of raising money for Livestrong. For this year's [Challenge](#), more than \$800,000 has been raised so far.

The event starts at 7.30am at Central Park in Davis. Post-race celebrations begin at 8am.



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