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Davis Livestrong event raises \$880K

Sacramento Business Journal
Date: Monday, July 11, 2011, 6:55am PDT

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Bike-loving Davis brought more than a bike ride to Davis when Livestrong Challenge rolled in Sunday – it also brought \$880,000 in money to help cancer survivors.

Held for the first time in Davis, the Livestrong Challenge brought 1,400 participants from 36 states and nine countries, according to organizers.

World-renowned cyclist **Lance Armstrong**, chairman and founder of Livestrong, thanked everyone who helped with the ride. "Together we have raised close to \$1 million to support people and families affected by cancer and we appreciate every one of the 11,000 donors who made that possible," he said.

The Davis ride was geared to varying levels of fitness, from 20 to 105 mile options, according to Livestrong. Also joining the ride were 45 students from the University of Texas at Austin, who are riding their way toward Anchorage, Alaska.

Blogger **Elden Nelson** of [FatCyclist.com](#) led fundraising efforts for "Team Fatty: Fighting Like Susan."

"I ride for those who can't, and in memory of those who have lost their battle with cancer, Nelson said in a news release. Susan refers to his wife, who died in 2009.

The Livestrong Challenge is a three-part series in a roster of other events that raise money to support the fight against cancer, and all money raised from the Davis ride will help cancer survivors and families with



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Courtesy of Livestrong

Cyclist Lance Armstrong speaks to the Livestrong Challenge crowd in Davis on Sunday.

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the financial, insurance and emotional roadblocks of a cancer diagnosis.

The series next stops in Philadelphia and finishes in Austin, Texas.

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