

Lance Armstrong is chamber's 2010 Austinite of the Year

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By Niamh Marnell Wednesday, 22 December 2010

The Austin Chamber of Commerce named Lance Armstrong as the 2010 Austinite of the Year on Dec. 21.

Armstrong, a cancer survivor, a champion cyclist and the founder and chairman of the nonprofit organization Livestrong, will be honored at the chamber's 133rd annual meeting Feb. 9. The meeting will be at the Hilton Austin, 500 E. Fourth St., from 11:30 a.m. to 1 p.m.

"As one of the most identifiable faces, not only in Austin, but globally in the cancer and cycling communities, Lance was a perfect choice to celebrate as the chamber's Austinite of the Year," said Barry Mayer, 2010 Austin chamber chairman. "His commitment and notable record of service to this community are unmatched and made it a simple selection."

Armstrong, who has made contributions to business in Austin, the cancer community worldwide and the health and athletic communities, said he was "deeply grateful" for the honor.

"Austin means so much to my family and me, and we're very proud to call it home," Armstrong said. "We established Livestrong here and work to make cancer a national and global priority. We could never have come so far without the support of this community."

Armstrong established Livestrong, which serves people affected by cancer and aims to empower them to take action, in 1997 while facing testicular cancer.

In 2009, Livestrong moved to its first permanent home, a building Armstrong discovered while on a bike ride in East Austin. The Livestrong headquarters, at 2201 E. Sixth St., is a gold-certified Leadership in Energy and Environmental Design building. It also houses the Livestrong Cancer Navigation Center, which opened in December.

Livestrong is the new title partner of the Austin Marathon and Half Marathon, an event that has generated more than \$90 million for the local economy and \$6 million for Austin nonprofits since it started in 1992. This year marks the 20th running of the race, which will be held Feb. 20.

Armstrong, the record-holding, seven-time winner of the Tour de France, is also an entrepreneur with Austin business ventures that include Mellow Johnny's Bike Shop and Capital Sports and Entertainment.

Beyond his contributions to the cancer community and his business ventures, Armstrong's influence continues to affect the healthy lifestyle that has kept Austin ranked as one of the most active cities, as well as infrastructure developments that allow for this lifestyle to be possible. He agreed to lend his

name to the City of Austin's Lance Armstrong Bikeway Project, a planned six-mile bikeway that will enable cyclists to travel through downtown on a dedicated route that includes off-street concrete trails, on-street striped bike lanes and on-street bike routes.

In addition to the chamber honoring Armstrong as Austinite of the Year at the annual meeting, it will honor its most outstanding volunteers for 2010, review the successes achieved in 2010 and outline the priorities for 2011. To register, visit the events calendar at www.austinchamber.com.

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