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11. LANCE ARMSTRONG

Seven-time Tour de France winner

By: The Editors



Armstrong, Chouinard, Branson, and White *Photographer: Joe Ciardiello*

Inspires *Millions of cancer survivors*

Did he or didn't he? It doesn't matter to cancer survivors. While weathering (at least for now) a flurry of doping allegations, Lance Armstrong, 40, has spearheaded one of the most successful fundraising initiatives in history. His \$400 million Livestrong foundation has become an international force in the fight against cancer. In 2007, Armstrong successfully campaigned across Texas for Proposition 15, which commits \$3 billion toward cancer research over ten years; last year

he lobbied the state of California to create a 2012 ballot initiative that would impose a \$1-per-pack tax on cigarettes to generate some \$855 million for cancer research. And last fall, Livestrong opened the Cancer Navigation Center, a \$575,000 free-counseling facility in Austin.

By the Numbers *Three million:* followers on Twitter

Second Opinion “As a celebrity and a cancer survivor, Lance Armstrong has raised funds for cancer treatment for thousands of people around the world,” says former President Bill Clinton, who works with Armstrong through the Clinton Global -Initiative. “Livestrong is working to make the latest medicine and technology available to people on every continent.”

<http://www.outsideonline.com/outdoor-adventure/celebrities/11-Lance-Armstrong.html>

