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# Daisy, Daisy, Give Me Your Answer Do: Care to Ride a Virtual Bicycle?

By [STUART ELLIOTT](#)



A new agency, Purpose, is creating a virtual version of an annual bicycle race for Livestrong, the Lance Armstrong initiative that fights cancer.

A new agency whose name, Purpose, signals the kind of campaigns it hopes to produce is creating for Livestrong, the Lance Armstrong initiative that fights cancer, a virtual version of an annual bicycle race.

The effort is in the form of [a game called I Ride for Livestrong](#). The online race began on Wednesday and continues through May 23, which is the end date for the actual race it mirrors, the 2010 Amgen Tour of California. The real race begins on Sunday in Nevada City and continues in eight stages; the finale is to take place in Thousand Oaks, Westlake Village and Agoura Hills.

The online ride is sponsored by two longtime supporters of Livestrong, Radio Shack and Trek bikes. Those who play the game can choose their own bicycles, dedicate their virtual rides to someone who has inspired them to join the fight against cancer and race against other participants.

Radio Shack had pledged to donate \$75,000 to Livestrong if 10,000 people agreed to join I Ride for Livestrong by 9 a.m. E.D.T. on Friday. The goal was reached by 11 p.m. on Wednesday.

“We’ve done plenty of online campaigns, interactive and dynamic, but never anything quite as original as this,” said Katherine McLane, senior director for communications and external affairs at the Lance Armstrong Foundation in Austin, Tex.

The goal of the game is to “reach new audiences,” she added, “and engage folks who want to become active” in fighting cancer.

Jeremy Heimans, chief executive at Purpose, which is based in New York, said that his agency’s work in creating [livestrongaction.org](http://livestrongaction.org) with the foundation was “a great example” of working on an issue “in need of a real, 21st century movement” that can “help shift individual behavior, change culture and influence policy.”

The political process needs a hand in creating social change, Mr. Heimans said in an e-mail message, adding, “We think there’s a huge opportunity to build consumer movements — in some cases championed by major brands — that can reach hundreds of million of consumers to give people the tools to use their power as consumers to make change on an even bigger scale.”

Among the other issues that Purpose is working on, Mr. Heimans said, are promoting the use of electric vehicles and starting a global gay rights movement.