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Wear yellow at Argus

Mar 12, 2010 1:37 PM | By Sapa

Riders and spectators are encouraged to wear yellow at the 2010 Cape Argus Pick n Pay Cycle Tour in support of the LiveStrong Global Cancer Campaign, an organisation founded by cancer survivor and cycling legend Lance Armstrong.

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Photograph by: ALESSANDRO TROVATI Credit: AP

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David Bellairs, co-director of the Cape Town Cycle Tour Trust, organisers of the Cycle Tour, is thrilled about Armstrong's participation in the 33rd Tour.

"For many of us, this is a once-in-a-lifetime opportunity to see Lance in action. We would therefore like to encourage all riders and spectators to wear yellow on race day to show their support for this worthy cause."

Cancer is projected to become the leading cause of death worldwide this year. Without global action, these numbers could triple by 2030.

The LiveStrong campaign was established in 2009 to reverse this trend.

"LiveStrongis continuing its trail-blazing efforts to reduce the burden of cancer and it's making a stop in South Africa to tackle one of its main goals — end the stigma of cancer and turn cancer victims into cancer survivors," says Rae Bazzarre, LiveStrong's deputy director of communications & external affairs.

In support of the campaign, the Cape Town Cycle Tour Trust has converted parts of the route into yellow zones in order to raise awareness of the important work done by LiveStrong.

"A one km stretch along the famous Suikerbossie will be turned into a LiveStrong Power Zone. The grandstand at the finish line will also become a yellow zone. We therefore appeal to all supporters to come dressed in yellow," Bellairs requested.

Cyclists participating in the 2010 Cycle Tour will each receive an iconic yellow LiveStrong wristband when they collect their race numbers at the Cape Argus Lifecycle Expo between Thursday and Saturday.

Through Their Eyes

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