

Members: [Log in](#) | Not Registered? [Register](#) for free extra services.

GET STARTED WITH A FREE CONSULTATION OF YOUR COMMUNICATIONS TODAY. [LEARN MORE](#)

TIME WARNER CABLE Business Class™
You first. The technology follows.™



Choose Another City:

Site | News | Videos | Jobs
Keywords [GO](#) [Search Archive](#)

- HOME
 - NEWS
 - SMALL BUSINESS
 - SALES & MKTG
 - REAL ESTATE
 - EVENTS
 - COMMUNITY
 - CAREERS
 - TRAVEL
 - MORE TOPICS
- Meet Your Biz Goals Local Biz Directory
- Entrepreneur Connection Email Alerts Book of Lists Subscribe - 4 Free Issues

HEALTH CARE

Thursday, March 11, 2010

Lance Armstrong launches global cancer program

Austin Business Journal

Print Email Reprints RSS Feeds LinkedIn Share 1 Comment

Related News

- [LIVESTRONG joins Austin Smart Car pilot program](#)
- [LIVESTRONG launches online/print magazine](#)
- [LIVESTRONG products going global](#)

Champion cyclist and Austin-based **LIVESTRONG** Founder and Chairman Lance Armstrong today commenced a global cancer awareness campaign.

Armstrong, an strong cancer research supporter and cancer survivor, launched the LIVESTRONG Global Cancer Campaign in South Africa, beginning with a visit with patients at Cape Town's **Groote Schuur Hospital**. The year-long campaign will partner with local patient and cancer advocacy groups that work to

end stigmas and empower patients.

Nonprofits providing funding and assistance to the effort including: **The Breast Health Foundation**, **BreastSens**, **Campaigning for Cancer**, **The Cancer Association of South Africa**, **CHOC - Childhood Cancer Foundation South Africa**, **Cause Marketing Fundraisers**, **Hospice Palliative Care Association of South Africa**, **People Living With Cancer**, **Reach for Recovery South Africa** and **South African Medical Research Council**.

South Africa has incurred particularly devastating impacts from cancer. Between 1993 and 2005, deaths from the disease increased by more than 80 percent for women and 45 percent for men.

"Cancer is currently one of the most preventable and curable of the major life-threatening diseases. But research shows that many of the 12 million people who will be diagnosed with cancer this year will hide their diagnosis, will be isolated by their communities, will be pushed out of family and social circles and will face a lonely and painful fight for their lives," Armstrong said.

In 2009, LIVESTRONG invested more than \$200 million for cancer-related projects in more than 60 countries.

IndustryWATCH

Get our HEALTH CARE NEWS weekly newsletter

The Plum Card from American Express OPEN®

NOW IS THE TIME FOR: **1.5% EARLY PAY DISCOUNT** OR UP TO 2 MONTHS DEFER PAY WITHOUT INTEREST

[OPEN](#) [LEARN MORE](#)

HEALTH CARE NEWS

- [McCollum files legal challenge to health care reform](#) [South Florida]
- [Business groups split on health care bill](#) [Albany]
- [Novant hospital Franklin Regional names Proctor president](#) [Raleigh/Durham]
- [Nemours names CEO for Orlando hospital](#) [Orlando]
- [Quigley forms joint venture with Phosphagenics to develop over-the-counter remedies](#) [Philadelphia]

[View all Health Care News >>](#)

[Get our Health Care Weekly Newsletter >>](#)

Featured Austin Jobs

powered by

- [Independent Distributor - Raw-MM-Good](#)
- [View Open Opportunities - AT&T](#)
- [ASSISTANT DIRECTOR, DRIVER LICENSE DIVISION - TX Dept of Public Safety](#)
- [Exciting Career as a Financial Services Representative - New England Financial](#)
- [CEO and President - The Waters Consulting Group, Inc.](#)

[Search Jobs](#) | [Post Resume](#) | [View More](#)

[Post a Job](#) | [Feature a Job](#)

IndustryWATCH

Get our HEALTH CARE NEWS weekly newsletter

[Contact the Editor](#) [Need Assistance?](#) [More News >>](#)

You must be logged in to post a comment. [Log in](#) or [Register](#).

Showing 1 of 1 comment

Sort by Newest first [Subscribe by email](#) [Subscribe by RSS](#)

Mr N. 1 week ago

He might make more ground by launching a global steroids program.

[Flag](#)

[Like](#) [Reply](#)

comments powered by DISQUS

Sprint

Connect five coworkers at once with speeds up to 10x faster than 3G.

Overdrive™ 3G/4G Mobile Hotspot

[Learn more](#)

4G available in over 25 markets and counting.

Small Business Center

Sponsored by CHASE

[Visit the Small Business Center](#)

Entrepreneur Success Stories

Austin Latest News

- [St. David's gives \\$852K for new Kyle dental clinic](#)
- [KUT breaks ground on new broadcast center](#)
- [East Austin org. launching new dental program](#)
- [Teton Capital Partners raises \\$194M](#)
- [EDoorways hints big changes ahead](#)
- [Texas small business less optimistic than U.S.](#)
- [City denied rehearing Whittington eminent domain case](#)
- [Dept. of Commerce: new home sales fall](#)
- [Edward Jones hiring 1,000 financial advisers](#)
- [Dell expects \\$5B from China this year](#)

[Find out how they made it](#)

Commercial Real Estate

Stay up to date on the latest news from within the commercial real estate industry

[Visit Commercial Real Estate](#)The logo features the word "OPEN" in white capital letters on a dark red background, with "plumforbusiness.com" in smaller white text below it.

Use of, or registration on, this site constitutes acceptance of our User Agreement and Privacy Policy.

ONLINE: [home](#) | [business news](#) | [small business](#) | [sales & marketing](#) | [real estate](#) | [events](#) | [community](#) | [careers](#) | [city guide](#) | [advertise](#) | [about us](#) | [rss](#)

PRINT: [subscribe](#) | [renew](#) | [advertise](#) | [book of lists](#) | [business intelligence](#) | [classifieds](#) | [view digital edition](#) | [article reprints rights](#) | [purchase single copies](#)

AFFILIATES: [Portfolio](#) | [SportsBusiness Journal](#) | [SportsBusiness Daily](#) | [Sporting News](#) | [Mass High Tech](#) | [TechFlash](#)

© 2010 [American City Business Journals](#), Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.