

May 18, 2010

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Sunday, May 16, 2010

Armstrong with "I ride for" campaign during Tour of California

by Bjorn Haake at 2:59 PM EST :: 0 Comments ::

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Lance Armstrong came up with a special idea to honor people who have been dealing with or touched by cancer. The RadioShack team riders will have an "I ride for" sticker on their bikes during the Tour of California, with a different name each day.

In a youtube video, Armstrong explained the idea. "For the first stage my good friend Lorena Rojas will be on the bikes." Armstrong praised her as a wonderful lady who has worked hard in the fight against cancer. "She as been a great ambassador and spokeswoman for Livestrong for a long, long time."

Armstrong was pleased that Rojas spoke at the Global Livestrong summit in Dublin, Ireland, last year. "She did an amazing job, telling her personal story." Rojas is a Mexican actress and a breast cancer survivor. "She was encouraging people to step up the fight."

The video was made in Sacramento, where stage one will finish, on the eve of the start of the race. In the end, Armstrong addressed Rojas personally. "Lorena, you will be on the bike [today]. The stage won't be epic, as we expect a field sprint at the finish. But thanks for all you do and thanks for riding along with me [today]."



Armstrong reached the start town on Sunday morning. "Just pulling into Nevada City. Love this little town. The Nevada City Classic celebrates 50 years in a few weeks. Amazing," he said via twitter. The historic gold rush town provided a perfect backdrop to a memorable start of the fifth edition of the Tour of California.

The Nevada City Classic, a criterium-style race in the heart of this small Northern Californian community northeast of Sacramento, has seen famous winners in its 49 years. Greg LeMond won the men's race as a junior and Armstrong himself was the victor in 2009.

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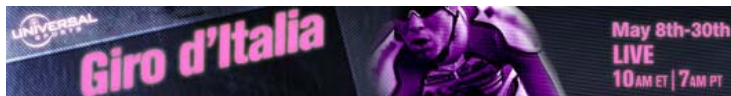
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