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I RIDE FOR...

May 17, 3:08 PM • Austin Cancer Examiner • Chris Brewer

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Though many people don't talk about it, virtually everyone knows someone who has fought cancer. At the eight-stage [Amgen Tour of California](#) (May 16-23), Lance Armstrong and Team RadioShack are riding for people in their lives affected by cancer. The goal – to raise awareness of the personal nature of cancer and show the power in collectively sharing stories about survivorship.

In each stage, Team RadioShack will pay tribute to these unsung heroes by featuring their names on special "I Ride For" stickers on their bikes. Armstrong's line-up of heroes, includes:


- **Stage 1: Lorena Rojas**, a breast cancer survivor and telenovela star from Mexico
- **Stage 2: Jim Brown**, an Olympia, WA resident who is currently battling lung cancer
- **Stage 3: Jimmy Fowkes**, a high school senior in Portland, OR who is currently facing his third reoccurrence of brain cancer
- **Stage 4: Adam Yauch**, a musician and founding member of the Beastie Boys who recently completed treatment for cancer of the salivary gland.
- **Stage 5: LaTrice Haney**, an Indianapolis resident and Armstrong's nurse at Indiana University, where he underwent cancer treatment.
- **Stage 6: Travis Goodman**, a Trek employee from North Carolina who is currently undergoing cancer treatment after experiencing a reoccurrence of melanoma.
- **Stage 7: Dennis Hopper**, an actor, filmmaker and artist currently living with prostate cancer.
- **Stage 8: Aldo Sassi**, an Italian cycling coach currently living with brain cancer.

[LIVESTRONG Action](#) is giving thousands the opportunity to ride for their own cancer hero through "I RIDE FOR LIVESTRONG", a dynamic, interactive online cycling event that spotlights the worldwide impact of cancer and encourages participants to join the LIVESTRONG global movement to fight cancer.


Racers advance by inviting friends and family to join the movement and sign their individual page to "cheer" them on. The racers with the most "cheers" at the end of the Tour of California will have their "I Ride For..." stickers rotated out on Armstrong's bike during the Tour de France. The rest of the Top 100 will be entered in a drawing to have theirs displayed on the other Team RadioShack bikes as they ride across France.

The game's ultimate message, "We are all competing against the worldwide threat of cancer, and by working together, we will win."

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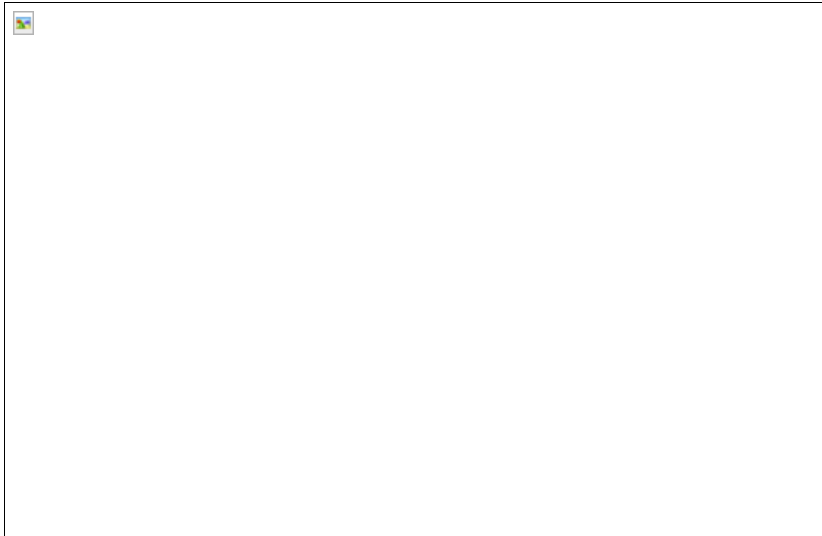
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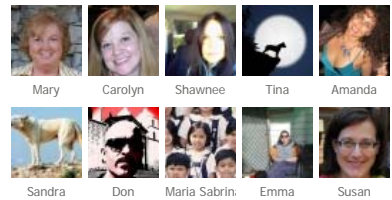
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