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2010 LIVESTRONG Challenge Seattle huge success

June 20, 12:45 PM Seattle Endurance Sports Examiner Lynne Butler

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“Go ahead Pick a Fight”, is the theme of the 2010 LIVESTRONG Challenge. "pick a fight with cancer." Seattleites are lucky to be living in one of four cities where the Lance Armstrong Foundation hosts a sporting event drawing athletes, survivors and spectators who raise funds to support cancer programs and initiatives.



2010 LIVESTRONG Challenge Seattle

This morning's event kicked off with a lot of excitement and cheering as cyclists, followed by runners and walkers crossed the start line at the Seattle Center in downtown Seattle. The 1600 participants in today's event from 39 states and 9 countries, raised an incredible \$800,000. And no less than 100% of that will go towards fighting cancer.

Sixty Million is the number of dollars raised by LIVESTRONG Challenge participants over the last 14 years. Talk to any cancer survivor touched by LIVESTRONG and you'll get a sense of the powerful, positive force that helps people cope with their cancer experience.

Doug Ulman, President and CEO of the Lance Armstrong Foundation opened the event by encouraging survivors and giving praise to everyone's generous fundraising efforts.

Ulman, a three time cancer survivor himself, stated in an interview last year, "The LIVESTRONG Global Cancer Campaign has three goals: one is to raise awareness that cancer is the No. 1 killer around the world, two is to globally reduce the stigma associated with this disease, and three is to get world leaders to make significant new commitments to fighting this disease, either in their country, business, or organization around the world."

Young cancer survivor Jimmy Fowlkes received special attention today. Not only did he participate in the cycling event, but he raised a remarkable \$28,000 during this campaign. Jimmy just graduated from high school and plans to attend Stanford University in the fall.

Others touched by cancer in some way who participated in the event are former Mariner Dan Wilson, former NFL player and now current University of Washington coach Kenechi Udeze, and Sex in the City actor Evan Handler.

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Over 12 million Americans are living with cancer today. Approximately one in two men and one in three women in the United States will develop cancer over his/her lifetime, and in 2010, cancer is expected to replace heart disease as the number one global killer.

Funds raised by the LIVESTRONG Challenge support LIVESTRONG's mission to inspire and empower people affected by cancer through programs and research at organizations throughout Washington and the U.S.

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