

# MailOnline

## How LIVESTRONG clothing makes millions of pounds for cancer charities and even tames rebellious teenagers!

By [Mark Lawford](#)

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Sometimes as a parent of a teenager you get something right.



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### Tour de France legend: But Lance Armstrong has beaten more than other cyclists

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The impulse buy for my permanently-brooding 14-year-old two weeks ago turned out to be one of the best father-son bonding gifts of all time - and actually ensured that not only was a bedroom kept tidy for a week but a dishwasher was emptied without request.

Strange what a [yellow T-shirt](#) can do - the twenty quid I've spent in a long time.

But this was not just any yellow T-shirt - it was a Nike **LIVESTRONG** shirt - unbeknown to me, the must-have item of sportswear this summer.

You see, one of the boys in his year went to the US last summer and bought one - along with some other bits and pieces - and his clothes have been coveted by the Year Nine boys ever since.

Not that I knew that - I just liked the colour and was rather hoping my son wouldn't like it so I could have it instead.

## LIVESTRONG - THE RANGE

**Nike, a long-time supporter of Lance Armstrong and the fight against cancer, created the iconic yellow LIVESTRONG wristband in 2004 and has been instrumental in bringing the cancer fight to the global stage with more than 70 million bands distributed to date. Nike went on to create the LIVESTRONG collection of running and training apparel, footwear and accessories in 2008, enabling people to show their support and wear sports products that inspire and empower people affected by cancer. The Nike LIVESTRONG collection invites consumers to show their support for LIVESTRONG and the 28 million people in the world living with cancer by wearing yellow. Go to [www.LIVESTRONG.org/shop](http://www.LIVESTRONG.org/shop) or [www.nike.com/LIVESTRONG](http://www.nike.com/LIVESTRONG) for more details.**

However, the LIVESTRONG range has only been in the UK for a month and I knew little about it. And there's another wave of clothing set to arrive in October.

I should have realised what it was all about by the fact there were [yellow wristbands](#) adorning the walls of the shop - the same bands worn by Tour de France legend Lance Armstrong.

The seven-time winner of the event has sold 70million of the bands, inspiring Nike to bring out the LIVESTRONG range in 2008 and help raise around £50million for cancer charities since.



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Farewell: Lance Armstrong bids au revoir to le Tour - complete with trademark yellow wristband

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For those of you who don't know, Armstrong was diagnosed with testicular cancer - that had spread to lungs and brain - in 1996, had surgery, chemotherapy and radiotherapy and fought back to become a cycling legend.

Yellow bands, yellow T-shirts, yellow jerseys...that's the link.

Now the whole range of LIVESTRONG is available on these shores, clothing not only to inspire and empower people affected by cancer but also look the part.

Ideally, every one of the world's 28million cancer sufferers would wear an item of yellow to show their fight against the disease and help boost the coffers of the Lance Armstrong Foundation.

The recently-retired man himself, 38, is hoping to connect all 28million people to the support they need and he said: 'I'm very proud to see LIVESTRONG further our mission internationally, build momentum and give people the resources and support they need to fight cancer effectively.'

## LIVESTRONG - THE REASON

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, LIVESTRONG fights for the 28 million people around the world living with cancer today. LIVESTRONG connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change. Known for the iconic yellow wristband, LIVESTRONG's mission is to inspire and empower anyone affected by cancer. Click [HERE](#) for details of LIVESTRONG on Twitter and [HERE](#) for the Facebook page.

'We've found innovative ways to raise awareness, but the fight is far from over and so I'm encouraged to see LIVESTRONG make an impact in the UK.'

So little did I know when I paid my bill I was making a bold statement on an international scale and little did my son know what his yellow T-shirt actually meant.

There is such a huge range to choose from, including [hoodies](#) (that are designed to keep you cool, warm and dry, made from stretchy lycra), [trainers](#), [backpacks](#), [jackets](#), [shorts](#), [joggers](#), [hats](#) - and there's an even an iPod that looks as golden as it is yellow and complements the clothing range superbly.



[The LIVESTRONG range has the lot - and even comes with a backpack to store spares in. Click on the picture for the current men's LIVESTRONG range...](#)



[The start if it all...the LIVESTRONG charity wristbands. Click on the picture for the current women's LIVESTRONG range...](#)

## LIVESTRONG - COMING OCTOBER 2010

### Men's

- Air Max 2010 Shoe
- Nike Free Run+ Shoe
- LIVESTRONG All Day 1/2 Zip
- LIVESTRONG Full Zip Player Hoody
- LIVESTRONG All Day Waffle Pant

### Women's

- Air Max 2010 Shoe
- Air Max Tailwind+ 3 Shoe
- LIVESTRONG AW 77
- LIVESTRONG Nike Pro Combat Thermal 1/2 Zip
- LIVESTRONG Poly Workout Pant

I'll probably never meet Lance Armstrong - we have little in common except for the fact we are males of the species.

But I conquered testicular cancer and the subsequent lung and stomach secondaries myself back in the early 1980s, a link that we would never discuss.

You don't compare notes about treatment and pain you just accept it privately and nature blocks most of the agony and despair when you have recovered.

Lance went on win the Tour de France, I went on to write about it and my son is now walking around with a swoosh on his chest to celebrate both facts.

That's the best way we three can be connected he has three children, I have two and we were both told we would have none. He had a 40 per cent chance of survival, I had 30. He says potarto, I say potato. You get the picture.

I just hope to earn enough cash by Christmas to complete my sports-loving son's clothing range.

Because the aforementioned yellow T-shirt is only off marginally long enough to be washed and dried - he runs in it, plays in it, lounges in it, 'hangs out' in it and even slept it one night.

It ain't gonna make the New Year. I hope the trainers do...

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