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## 6 Texas 4000 for Cancer partners with LiveStrong

Share By Pam LeBlanc | Wednesday, September 1, 2010, 12:32 PM

Big news from the Texas 4000 for Cancer folks, who just wrapped up their seventh 4,687-mile bicycle ride from Austin to Anchorage in the name of cancer awareness.

The non-profit organization is teaming up with LiveStrong as a title sponsor, starting next year.

It makes sense. Both groups are on a mission to help those affected by cancer, either through funding research and spreading the word about early detection and prevention or survivorship for those living with the disease.

"Our missions are so similar and the energy and passion all align, so we want to work together to make a greater impact," says Jamille Ruebsahm, executive director of Texas 4000 for Cancer. "We think we'll be able to grow together and reach more people."

Katherine McLane, senior director of communications and external affairs at LiveStrong, agrees.

"From our perspective, we share a mission," McLane says. "This is group of young people who have come together and established something really innovative and lucrative. They're the next generation of the cancer community. We share the spirit of what they're doing and want to be a part of it and support them."

Texas 4000 for Cancer has raised approximately \$1.9 million for fighting cancer since 2004.

This year's cyclists arrived in Anchorage on Aug. 13. Next year's 50 or so riders already have been chosen and are preparing for the 2011 LiveStrong Texas 4000 for Cancer ride. They'll leave Austin in June.

LiveStrong will provide financial support for the ride and work with Texas 4000 to plan more community events along the cycling route.

"We're thrilled about the partnership," Ruebsahm says. "We'll be able to make a greater impact, reach more people and move the battle line forward in the fight against cancer."

No word yet on whether Austin's most famous cyclist, Lance Armstrong, founder of LiveStrong, will pedal at least part of the way...

For more information, go to [www.texas4000.org](http://www.texas4000.org).

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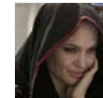
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