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Wednesday, October 6, 2010, 11:01am CDT

RadioShack CEO joins Livestrong board

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Fort Worth-based **RadioShack** Corp. CEO Julian C. Day has joined the board of **Livestrong Foundation**.



The Austin-based organization, founded in 1997 by champion cyclist Lance Armstrong, raises funds for cancer research and global awareness projects. Known for creating the iconic yellow wristbands, the foundation has partnered with **Nike Inc.**, **Oakley Inc.** and others to sell products that benefit Livestrong.

Day has served in the top post and as board chairman for the Fort Worth-based technology and electronics retailer since 2006.

"I'm honored to help connect RadioShack's 35,000 associates and millions of customers with the global movement to empower people and families whose lives have been touched by cancer," Day said. "Like millions of families all over the world, mine has also been touched by cancer and I have seen what fighting this disease can do to a family."

Day graduated from **Oxford University** and the **London Business School**. He has held senior leadership positions at several large retail corporations, including **Kmart** Corp., **Sears** and **Safeway** Inc.

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