



News Release

City of San Jose Office of Economic Development

FOR IMMEDIATE RELEASE

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SAN JOSE TO HOST LIVESTRONG CHALLENGE

Lance Armstrong Foundation athletic event is a first for Northern California

SAN JOSE, CALIF.—The Lance Armstrong Foundation today announced that San Jose will be the site of the **LIVESTRONG** Challenge, the Lance Armstrong Foundation's signature fundraising event, on Saturday, July 12 and Sunday, July 13.

The San Jose event will feature a 5K run/walk and a choice of 10, 40, 70 and 100-mile bike rides. The start and finish, as well as a festival area, will be located in San Jose's Downtown Core. The **LIVESTRONG** Challenge will also feature a fundraising appreciation dinner—for participants who raise a minimum of \$3,000—with Lance Armstrong, on Saturday, July 12.

Inspired by the hope, courage and perseverance of Lance and the more than 10 million Americans affected by cancer, the **LIVESTRONG** Challenge participants will

take to the streets on bicycles and on foot to raise funds and awareness for the fight against cancer.

Already a successful event in Austin, Philadelphia and Portland, Ore., this is the first time a **LIVESTRONG** Challenge has ever been staged in northern California.

“San Jose welcomes the **LIVESTRONG** Challenge and looks forward to the opportunity to bring people together in support of the Lance Armstrong Foundation’s mission to inspire and empower people affected by cancer,” said San Jose Mayor Chuck Reed.

According to Doug Ulman, president and CEO of the Lance Armstrong Foundation, organizers were attracted to San Jose by the City’s success in hosting world-class cycling and sporting events, such as the Amgen Tour of California.

“San Jose was a natural choice for the location of California’s first **LIVESTRONG** Challenge. The City and its residents have a long history of producing and supporting sporting events. We feel very confident about expanding into this market and making the San Jose **LIVESTRONG** Challenge one of this summer’s top running and cycling events,” said Ulman.

About the LIVESTRONG Challenge

The **LIVESTRONG** Challenge is the Lance Armstrong Foundation's signature fundraising event, inspired by the hope, courage and determination that exist in all of us. Because cancer doesn't discriminate, neither do we. Take to the streets on a bike or on your feet, and unite with others who want to pick a fight with cancer. We all have a reason. What's yours? Ride to Fight. Take the Challenge. Register today at www.livestrongchallenge.org.

About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) unites people through programs and experiences to empower cancer survivors to live life on their own terms and to raise awareness and funds for the fight against cancer. The LAF focuses on cancer prevention, access to screening and care, research and quality of life for cancer survivors. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF has raised more than \$250 million for the fight against cancer. Join 60 million **LIVESTRONG**

wristband wearers and help make cancer a national priority. Unite and fight cancer at LIVESTRONG.org.

About The San Jose Sports Authority

The LIVESTRONG Challenge is being co-produced by the San Jose Sports Authority, the sports marketing agency / sports commission for the City of San Jose. It supports youth and amateur athletics throughout the community as well as works to bring premier sports events to the city. For more information, please visit, www.sjsa.org.

About The San Jose Office of Economic Development

The San Jose Office of Economic Development, co-producer of the LIVESTRONG Challenge, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

About The City Of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov.

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