

## For Immediate Release



**RIDE FOR YOUR LIFE™**

### **Event Dates:**

August 18, 2007- October 6, 2007- 50 Days

### **Event Mission:**

*The Ride For Your Life™ 2007 will engage community members of all ages and abilities to raise funds for cancer research, awareness, and physical activity promotion programs. Ride For Your Life™ 2007 will benefit the Lance Armstrong Foundation and increase awareness of physical activity as a modality to prevent the onset of certain types of cancer.*

### **Event Description:**

Ride For Your Life™ 2007 is a pioneering event that will consist of 50 consecutive 100 mile bicycle rides in each of the 50 United States completed by one person, Gary Gianetti, M.S. After losing his mother to cancer Gary realized cancer reaches everyone. The goal is to raise funds and ride approximately 6-8 hours per day. A total of 5,000 miles will be completed including LIVESTRONG™ Challenge Events in Philadelphia, PA, and Portland, OR. The Ride For Your Life™ will have additional key publicity cities to raise awareness about cancer survivorship. Thousands of people will be involved. Individuals can sign up in advance to ride any of the 50 rides with Gary. Proceeds will go to the Lance Armstrong Foundation. Weekday group rides will include personal training, health coaching, aid stations, support vehicles, and organized and safe route direction.

The Ride For Your Life™ will challenge the human body and the involvement of local community, schools, businesses, hospitals and individuals to be physically active. Ride For Your Life™ will work with youth and adults to emphasize preventive health practices and address weight management and smoking cessation programs to decrease risk of cancer. Ride For Your Life™ is based on several credible scientific sources that show physical inactivity and smoking are behaviors that begin in childhood and track into adulthood. In addition, there are links between smoking with lung cancer; and overweight with colorectal and prostate cancer. (Kelder, Am Journ of Pub Health: July 1994 )(Garfinkel, Ann Intern Med: Dec, 1985, NHANES I, Peto, Nature: May, 2001)

This event will educate Americans about cancer and show survivorship goes beyond just the cancer patient. Gary has successfully run marathons, ultra marathons, completed century bike rides, and climbed mountains. The next challenge is to support people who want to quit their bad habits. Each rider in every event will be responsible for raising his/her own funds (\$175 minimum per event and ride registration fee) through sponsors and/or individual contributions. The top fundraisers will win prizes at the end of the tour. You can sign up to ride weekend rides with the event in your state and weekday rides on our website. Tell the ride director you are part of the "Ride For Your Life Team™". People not involved in riding with Ride For Your Life™ 2007 can make donations and get involved with Ride For Your Life™.

See [www.HealthyAltitudes.com](http://www.HealthyAltitudes.com) for more information or Donate <http://www.active.com/donate/rideforyourlife>

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