

FOR IMMEDIATE RELEASE

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THOUSANDS OF YELLOW PENCILS, MUSIC AND ACCESS TO INFORMATION TO MARK LIVESTRONG DAY IN RODNEY SQUARE

Wilmington, Delaware, May 6, 2008—Cancer survivors and friends, family and co-workers affected by cancer will join the Lance Armstrong Foundation (LAF) between 11:30 a.m. and 1:30 p.m. on Tuesday, May 13, in Wilmington’s Rodney Square to unite people affected by cancer and raise awareness about cancer issues.

The event, cosponsored by Cancer Care Connection, a nonprofit, free public service that helps people affected by cancer find local and national services and offers phone based coaching is one of 500 local LIVESTRONG Day events to be held across the country to engage communities with experiences that increase awareness and show support for cancer survivors and their loved ones.

More than 4,000 yellow pencils, representing the number of Delawareans diagnosed with cancer in Delaware each year, will be distributed to participants to encourage them to sign a petition asking legislators to restore the budget cuts made to the National Cancer Institute and Center for Disease Control and to provide much needed funding for research and survivorship services. Several local organizations that provide cancer screening, information and support services will be at Rodney Square. Live entertainment will be provided by Code Blue a popular local band made up of emergency room physicians.

In year’s past, approximately 200 LAF delegates have advocated in Washington, D.C., to demand that our nation’s leaders invest in resources, treatment and services for people affected by cancer and to emphasize the importance of making cancer a national priority. This year the foundation shifted the focus from legislators and lobbyists to the American people in local communities. Cancer Care Connection Co-Executive Director, Valerie Mullen Pletcher will attend the ALAF Summit in Ohio joining the expanding grassroots efforts to help people affected by cancer where they live and work. The goal is to unite people in the fight against cancer and remind our decision-makers that their constituents care about cancer and demand change.

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Citizens throughout the state who are unable to attend the LiveStrong day event in Rodney Square are urged to wear yellow on May 13th as a sign of support to those affected by cancer and to draw attention to the need to make fighting cancer a national priority.

Brad Glazier, a cancer care advocate active with the Lance Armstrong Foundation participated as an LAF delegate in Washington, D.C. the past two years and organizes Delaware's largest annual 5K run/walk, the Tour de Lance, scheduled for August 13, 2008, said that LiveStrong day is an important day to commemorate. "Like many others, cancer has affected me personally. It's an honor to have the opportunity to support cancer survivors and encourage people in Wilmington to unite together to end the needless death and suffering from the disease that cause the death of over 1,800 Delawareans every year."

LIVESTRONG Day is free and open to the public.

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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 Cancer Care Connection

Cancer Care Connection's vision is that every person affected by cancer has what they need to obtain their best possible outcomes. As a Delaware based non-profit organization, their mission is to coach people affected by cancer to obtain and use information and referrals to make informed decisions and to take action of their own behalf. For more information visit: www.cancercareconnection.org