



**MEDIA RELEASE**

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## **RARE HAND PAINTED LANCE ARMSTRONG SIGNATURE BIKE HELPS SA CANCER PATIENTS**

International interest will be sparked by the listing of a very rare Lance Armstrong signed 2010 **LIVESTRONG** Trek bicycle on Ebay to raise funds for a cancer information kiosk in the Flinders Centre for Innovation in Cancer.

The 2010 **LIVESTRONG** branded Trek Madone, the same frame as the one raced by Armstrong in this year's Tour Down Under, is the only autographed bicycle of its kind currently available online in the world. The bicycle is part of Trek's unique Project One made-to-order series, and is hand-painted in the 1274 colour scheme which was especially designed for Armstrong's return to racing in 2009.

Signed by Armstrong when he was in Adelaide for the 2010 Tour Down Under, the bicycle has been donated by Bicycle Express, Australia's largest and most awarded bike store, to raise funds for a joint project for the Flinders Medical Centre Foundation and health consumer group Cancer Voices SA.

The bicycle is valued at \$15,500 without the signature, and proceeds from the Ebay charity auction will go towards establishing an information kiosk to give those treated for cancer at the Flinders Centre for Innovation in Cancer immediate computer access to the best and most comprehensive information about their condition.

Ashleigh Moore, cancer survivor and Executive of Cancer Voices SA said immediate access to good quality information for any patient or their carers after diagnosis was considered crucial to ensure optimal cancer treatment and care.

"By having the information, to understand their cancer, knowledge to make informed decisions and being more involved would empower patients leading to better care, greater satisfaction and control of their outcomes," he said

"Cancer Voices SA is an independent organisation of volunteers seeking the world's best practice treatment and care for all South Australians. We are pleased to team up with the Flinders Medical Centre Foundation in promoting the sale of the bike kindly donated by Bicycle Express, knowing that 100% of the funds raised will be used for the Information Kiosk in the Flinders Centre for Innovation in Cancer. The need for a facility such as this has been identified by our members in reporting their personal experiences with cancer."

"A passion for cycling is an additional link between many Cancer Voices SA members and this **LIVESTRONG** bike. Cancer Voices SA entered a larger team of 123 riders in the Tour Down Under Community Challenge Ride in response to Lance's return to competitive cycling in 2009, and now have a large team of riders who regularly raise cancer awareness by wearing a Cancer Voices SA team jersey."

"This donation by Bicycle Express will help raise funds for the information kiosk in the Flinders Centre for Innovation in Cancer which is an integral tool in the patient journey which has been validated by our membership from each of their personal experiences with Cancer."



Peter Tregoweth, owner of Bicycle Express, said “I am honoured to have the opportunity to present this exclusive bike to such a worthy cause. I am motivated by the work of such organisations as **LIVESTRONG** and Cancer Voices SA who raise awareness and work towards improvement in the prevention, treatment and cure of this devastating disease.

“We can all do our part to help and I’m pleased [my donation] will help by raising funds for the Centre.”

The Flinders Centre for Innovation in Cancer will be Australia’s first comprehensive cancer centre dedicated to cancer prevention and early intervention research, innovative cures and compassionate cancer care. It will house patient-focussed clinical service facilities alongside more than 100 world-class cancer researchers in the **LIVESTRONG** Cancer Research Centre.

Construction of the Centre is due to commence in August 2010.

The 2010 Trek Madone 6.9 Project One “1274” Lance Armstrong signature model was especially designed for Armstrong’s return, with its ‘1274’ colour scheme representing the number of days Armstrong was retired before making his comeback in Adelaide in 2009.

The colour scheme also features the number ‘27.5’, which represents the number of million people worldwide who lost their battle with cancer during the time Lance was retired.

This collector’s item will be auctioned on Ebay from Friday 7<sup>th</sup> May and will conclude on Monday 17<sup>th</sup> May. To bid simply visit [www.ebay.com.au](http://www.ebay.com.au) and search for ‘Lance Armstrong signed **LIVESTRONG** Trek Madone 1274 bike. If you wish to see the bike for yourself, visit Bicycle Express at 124 Halifax Street, Adelaide.

A reserve price has been set at the retail price of AUD\$15,500.

#### **Bike Details**

- 2010 Model Trek Madone 6.9 Project one “1274” Lance Armstrong signature model that has also been personally signed by Lance Armstrong.
- SRAM Red equipped with traditional 53/39T Crankset.
- Bontrager Aelous 5.0 Carbon clincher wheel-set.
- Bontrager Race XXX-Lite 42cm handlebar and 100mm Head-stem combination.
- 56cm size frame in “Performance” Fitment.
- Weight: 6.580kg’s.
- AUD \$15,500 rrp for bike.

#### **More information:**

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