

Mosaic Feb 2009

Champions for cancer advocacy.

Cancer Voices SA met with Doug Ulman, CEO of the Livestrong Lance Armstrong Foundation, after the launch of the Livestrong Global Cancer Initiative in Adelaide during the Tour Down Under. Lance's comeback to cycling is his vehicle to promote this initiative, aiming to:

- Raise awareness of cancer
- Reduce the stigma of cancer
- harness effort through personal, organisational and government (local, state and national) commitments to address the global burden of cancer.

Cancer Voices SA also demonstrated their support for this initiative by getting a team of 123 cyclists to ride in the Mutual Community Challenge Tour. Many team members were cancer survivors, others were the family, friends, or supporters of someone with cancer, and everyone knew about Lance Armstrong's response to his battle with cancer (7 times winner of the Tour de France!). Also riding in the Cancer Voices SA team was Michael Milton, the gold medallist paralympian who lost his leg to cancer when he was 9 years old, and 18 months ago was diagnosed with oesophageal cancer. The riders raised awareness of cancer and of Cancer Voices SA by wearing the team name on their back. A highlight was having Lance accept a jersey signed by all the team members.



Doug Ulman (Left, CEO of Livestrong) with Ashleigh Moore (Exec, Cancer Voices SA) at the launch of the Global Cancer Initiative in Adelaide. (19 Jan 09)



Lance Armstrong accepts Cancer Voices SA jersey, signed by the 123 team members. (Jan 2009)



Cancer Voices SA cycling team members, the paralympian gold medallist Michael Milton, with Ashleigh Moore before the 6am start of the Tour Down Under Mutual Community Challenge ride on 23 Jan 09.

Cancer Voices SA representatives are continuing their work in 2009 by 'raising a voice' to present the consumer viewpoint to achieve best

practice cancer treatment, care and support. Find out more about Cancer Voices SA at our website

www.cancervoicessa.org.au, or

phone 8291 4343. Membership is free and open to cancer patients, their family, friends, carers and supporters.