



About *Breakaway from Cancer*

Amgen created the national *Breakaway from Cancer*[®] initiative in 2005 as a complementary component to its sponsorship of the inaugural Amgen Tour of California. The *Breakaway from Cancer* initiative is designed to increase awareness of the important resources available to cancer patients from prevention to education, and patient care to advocacy and financial support.

One person alone does not beat cancer. That is why Amgen Oncology is committed to working closely with patients, caregivers, support organizations, and healthcare professionals to provide the best possible outcomes for people fighting this disease. And that is why Amgen supports the valuable programs and services provided by organizations such as the Lance Armstrong Foundation, National Coalition for Cancer Survivorship, Patient Advocate Foundation, Prevent Cancer Foundation, and The Wellness Community—Amgen's partners in the *Breakaway from Cancer* effort.

The *Breakaway from Cancer* initiative is designed to empower patients and their caregivers by connecting them with the education, resources, and hope it takes to live well with this disease. A powerful team supports this initiative. Team Breakaway includes professional cyclist George Hincapie, an Amgen executive, and representatives from the *Breakaway from Cancer* nonprofit organizations and cancer survivors and caregivers across America.

Visit www.breakawayfromcancer.com to learn more about the initiative, to connect with a wide array of valuable services and programs offered by the *Breakaway from Cancer* nonprofit organizations, and to find out how you can support *Breakaway from Cancer* and benefit the millions of Americans affected by cancer.



The **Lance Armstrong Foundation (LAF)** fights for the 28 million people around the world living with cancer today. The LAF gives people the resources and support they need to fight cancer head-on and finds innovative ways to raise awareness, fund research, and end the stigma about cancer. Connecting people and communities to drive social change, the LAF calls for state, national, and world leaders to help fight this disease.

National Coalition for Cancer Survivorship (NCCS) is a leading cancer advocacy organization founded by and for cancer survivors more than 20 years ago. Its priorities are to advocate for quality cancer care for all Americans and to empower people with cancer to advocate for themselves.

Patient Advocate Foundation is a national nonprofit organization that seeks to safeguard patients through effective mediation assuring access to care, maintenance of employment, and preservation of their financial stability relative to their diagnosis of life-threatening or debilitating diseases.

Prevent Cancer Foundation is a national organization focused on educating the public about how to prevent cancer, as well as the importance of screening and early detection.

The Wellness Community is an international, nonprofit organization dedicated to providing free support, education, and hope to people with cancer and those who care for them.



Amgen Sponsors the LIVESTRONG Challenge Series

Amgen is expanding the reach of its *Breakaway from Cancer*® initiative through sponsorship of the Lance Armstrong Foundation's 2009 LIVESTRONG Challenge Series, taking place in four U.S. cities from June through October. Through *Breakaway from Cancer*, Amgen and our nonprofit partners aim to increase awareness of the important resources available to cancer patients, from prevention to diagnosis through treatment and survivorship.

The LIVESTRONG Challenge is the Lance Armstrong Foundation's signature fundraising event inspired by hope, courage and the perseverance of Lance and the 28 million people living with cancer worldwide. Participants take to the streets on bicycles and on foot, uniting to stand together in the fight against cancer.

Amgen is hosting a *Breakaway from Cancer* tent in the LIVESTRONG Village that will be set up at each of the four LIVESTRONG Challenge events. Amgen's *Breakaway from Cancer* nonprofit partners will be on-site to share information about the free programs and services they offer to people affected by cancer.

LIVESTRONG Challenge Village Details:

Seattle, WA

June 20—21
9 a.m. to 5 p.m.
Seattle Center
305 Harrison St., Seattle, WA

San Jose, CA

July 11—12
9 a.m. to 5 p.m.
Center for Performing Arts
255 Almaden Blvd, San Jose, CA

Philadelphia, PA

August 22—23
9 a.m. to 5 p.m.
Montgomery County Community College
340 DeKalb Pike, Blue Bell, PA

Austin, TX

October 23—25
Friday, October 23 – 9 a.m. to 5 p.m.
Saturday, October 24 – 9 a.m. to 1 p.m.
Austin Convention Center
500 E. Cesar Chavez St., Austin, TX
Sunday, October 25 – 8:30 a.m. to 5 p.m.
Dripping Springs High School
111 Tiger Lane, Dripping Springs, TX

