



Lance Armstrong returns to Quebec to support Cedars Cancer Institute initiatives
Proceeds will benefit McGill University Health Centre and Centre hospitalier de l'Université de Montréal

For immediate release – Montreal, July 29, 2010 - At the recent Tour de France, Lance Armstrong captured world-wide attention with his brave determination to keep focus on his global message of support for the 28 million people affected by cancer. This September, the seven-time Tour de France champion will return to our corner of the world to help Montreal's Cedars Cancer Institute fulfill its mission to raise funds and awareness for the tens of thousands individuals living with cancer in Quebec and the health care professionals that treat them.

The third annual Cedars Tour de Lance will take place this September with proceeds going towards two of Quebec's most important hospital initiatives: the Cancer Care Mission of the McGill University Health Centre (MUHC) and the Cancer and Heart Wellness programs of the Centre hospitalier de l'Université de Montréal (CHUM).

Lance, cyclists, cancer survivors hit the road in Tremblant

On September 11th, 50 cyclists who raise \$25,000 each will join Lance Armstrong in Mont-Tremblant for the exhilarating Cedars Tour de Lance – a 100km private ride through the scenic Laurentians. Headquartered at Mont-Tremblant's Hotel Quintessence, the Cedars Tour de Lance cyclists will enjoy a very special day with Lance Armstrong that also includes a "riders only" dinner with the foremost cancer advocate.

Lance and the Cedars cyclists will begin their journey at noon at Circuit Mont-Tremblant by kicking off the new and exciting 24hours of Cycling. This inaugural event, which follows suit to the highly popular 24hours of Skiing of Tremblant, will unite cycling fanatics and humanitarians in a unique concept. Teams of six to twelve cyclists will relay for 24 hours to raise funds for both and for Cedars Tour de Lance beneficiaries and the Fondation Tremblant's children's causes.

Among the cyclists are several cancer patients and numerous medical professionals from both the MUHC and CHUM. Their stories are diverse, profound and, like Lance, filled with the determination to keep the fight against cancer front and centre.

Twenty-seven-year-old Brian Millar who is currently undergoing active treatment states: *"While hospitalized at the Montreal General Hospital my godmother brought me the book "It's Not About the Bike" by Lance Armstrong. The book inspired me to continue to live life while being sick and to conquer life and all it throws at me through an active and positive perspective. The next few months in the hospital will be a challenge but, knowing there is a goal for me to accomplish on September 11, 2010, will help me overcome whatever obstacles come my way."*

"Participating in the Tour de Lance is above all for my patients, but it is also a personal challenge as I am aware that the promotion of good health begins with myself." underlines Dr. Jean-Paul Bahary, Directeur intérimaire des services professionnels at CHUM.

Cedars enthusiastically invites all Quebecers to get involved and to be champions in the fight against cancer by joining Lance on the bike in the private ride or as a team in the 24hrs of Cycling. For further information on how you can ride with Lance, register a team or make a donation go to www.tourdelance.ca.

Lance going the extra mile to support the future of cancer care in Montreal

Montreal cycling fans and Cedars supporters will have their chance to rub shoulders with Lance the next morning, September 12th at the exclusive Club de Leaders as part of the Grand Prix Cycliste de Montréal. The Grand Prix Cycliste de Montréal, a new event on the UCI ProTour circuit will bring international cycling elite to Montreal for an exciting day of world-class competition. www.protourquebecmontreal.com As recently announced, The Cedars Cancer Institute and its beneficiaries the MUHC and CHUM have been chosen as the charity of choice by the Grand Prix Cycliste de Montréal organizing team. Club des Leaders VIP pass holders will be invited to join the international voice of cycling Phil Liggett for a relaxed chat with Lance Armstrong who will talk about his life, inspiration and his priority – the global cancer cause. Only one hundred Club de Leaders passes are available. The \$2000 pass includes VIP access for the full day of competition as well as the Breakfast with Lance. More information can be found at www.tourdelance.ca

About The Cedars Cancer Institute

Since its inception in 1966, The Cedars Cancer Institute has raised more than \$33 million in much-needed funds to purchase state-of-the-art diagnostic oncology equipment; improve facilities for treatment and care of cancer patients; offer cancer patients and their families free, psycho-social, practical and humanitarian assistance through its Cedars CanSupport program; support cancer research; provide fellowships for visiting professors and improve public awareness of cancer related issues through lectures and education. In partnership with the Cancer Care Mission of the MUHC, a comprehensive cancer centre in Quebec that cares for patients and their families from childhood through adulthood, Cedars has relied on the dedication, commitment and generosity of Quebecers to help provide the best care possible for patients and their families of all ages battling this terrible disease. www.cedars.ca

Best Care for Life Joint Campaign

The weekend of September 11th and 12th fundraising project is part of The Cedars Cancer Institute's commitment to the Best Care for Life Joint Corporate Campaign. Montreal's two academic health centres, the MUHC and CHUM have entered into a partnership to raise an overall target of \$150 million towards their redevelopment projects. This initiative reflects the shared commitment of both medical centres to a cause that transcends their individual ambitions: the revitalization of today's healthcare system for the benefit of future generations. The Cedars Cancer Institute is an integral contributor to the cancer mission of this historic campaign. http://www.muhcfoundation.com/en/joint_corporate_campaign

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