



HEALIN' THROUGH WHEELIN'

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### **Tour de Lis Recognized for Contribution to Cancer Foundation**

*SRAM LLC makes donation to Lance Armstrong Foundation on behalf of Tour de Lis*

(NEW ORLEANS—March 15, 2010) A bike ride and walk/run for cancer awareness in the New Orleans community, Tour de Lis, announces a significant donation given in its name to the Lance Armstrong Foundation (LAF). SRAM LLC, an international manufacturer of bicycle components, made the donation on behalf of Tour De Lis as a demonstration of their support for the community-wide cycling event and its efforts to support cancer awareness, survivors and research. This donation is the start of a multi-year agreement between Tour de Lis and SRAM.

“Tour de Lis and LiveStrong are a powerful combination of passion and a relentless pursuit of a better day,” said Harold Asher, founder and organizer of Tour de Lis. “SRAM’s donation enables us to more effectively continue that pursuit. It serves as a generous extension of the support that we provide to the Lance Armstrong Foundation and the great work that they do.”

Since its inception in 1987, SRAM has positioned itself as a pinnacle of performance and strategic design in the bicycle component industry. They deploy technological and engineering advancements to help cyclists achieve the ultimate ride. Bicycle components are what they do, and they continuously seek incremental enhancements, perpetual improvements and revolutionary innovation to achieve this perfection.

“The donation on behalf of Tour de Lis encompasses three things that are very important to me,” said Stan Day, a graduate of Tulane University and founder of SRAM, “New Orleans, cycling and the cancer fight.”

**Tour de Lis 2010 “Because Beating Cancer is a Mother”** will take place in City Park at the Roosevelt Mall on Saturday May 8<sup>th</sup>, Mother’s Day weekend. The event will begin with a 5k walk/run at 8:00 a.m., followed by a 5k bike ride at 9: 30 a.m. Early registration is available online, as well as on site beginning Friday, May 7<sup>th</sup> and ending day of between 6:30-9 a.m. The event features food and beverages, free bike support, goody bags for participants, a fun atmosphere and fundraising awards. Participants can park at Tad Gormley Stadium.

Tour de Lis is open to riders of all levels and encourages them to have a fun, safe ride that can carry on one hour or the entire day. The goals of Tour de Lis, which align with the goals of the organizations they support, is to increase cancer awareness, celebrate hope and raise funds for other organizations focused on cancer survivor support. Past participants include cancers survivors, as well as family or friends, who ride in a loved one's honor or memory.

To register to ride or for more information about Tour de Lis, visit [tourdelis.com](http://tourdelis.com).

### ***About Tour de Lis***

Tour de Lis is a 501(c)(3) nonprofit that raises funds for the Cancer Association of Greater New Orleans and the Lance Armstrong Foundation. Initiated in April 2007 by Carol and Harold Asher, Bill Schwartz, Mickey Allweiss, Doug Thornton and Jeff Meyers, Tour de Lis raised \$40,000 in its inaugural year and featured five cyclists riding 150 miles along Lakeshore Drive. Since 2007, Tour de Lis has grown substantially to gain widespread community support and has raised over \$400,000 for cancer awareness. For more information, visit [tourdelis.com](http://tourdelis.com).

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