



FOR IMMEDIATE RELEASE

CALGARY CYCLISTS RIDING TO EDMONTON IN SUPPORT OF NATIONAL CANCER DAY OF ACTION

Calgary (May 5, 2008) – On **Tuesday, May 13th at 7 AM** a group of highly motivated Calgary riders are strapping on their helmets and clipping in their bike shoes to ride to Edmonton in support of the national Campaign to Control Cancer. Our cyclists are past and current members of the Cancervive Peloton Project (formerly known as the Calgary to Austin Peloton Project). The Cancervive Peloton Project is Cancervive's flagship event – aimed at ambassadorship of cancer survivors and awareness of their issues.

Cancervive is a non-profit organization established to raise awareness and support for Canadian cancer survivors and their families. Completely volunteer-based, **100% of all donated funds** are directed to local cancer survival programs. Thanks to advanced studies and research investment, more and more people are surviving Cancer. Through hope, inspiration and commitment, our mission is to work together in support of those living with and surviving beyond Cancer.

Wednesday May 14, 2008 is the first ever Cancer Day of Action in the provincial legislatures of British Columbia, Alberta, Saskatchewan, Quebec, Ontario and New Brunswick. For the first time, members of Canada's cancer community are coming together as a team with targeted messages for elected officials. Cancervive's group of riders will be cycling en masse into the legislature in the morning to make a visible statement of support.

Over the past few years, Canada has made historic strides in advancing cancer control. If every province is to make the same vital progress then its time to start focusing on cutting cancer down to size. This campaign will unite Canadians across the country as we take the Campaign to Control Cancer into the provincial legislatures with a call to action – **More Control. Less Cancer.** For more information on this national event, please see www.cancerdayofaction.com

Contact information:

- **About Cancervive's Ride to the Legislature for C2CC** - Norbert Hollman –at 269-8828 (H) or 863-5225 (cell) or by email at Nhollman@meridiandirectional.com
- **About Cancervive** (www.cancervive.ca) – contact Brian McGregor, founder of Cancervive at 292-8181 (W) or 860-4103 (cell) or by email at bmcmgregor@cancervive.ca.

**Media are invited to attend the departure of our riders on Tuesday, May 13th at 7 AM at Sunridge RV, 63 Kingsview Rd SE, Airdrie or the night before at our send-off party at Pulcinella, "A Night at Pulcinella - Supporting Cancervive", Monday May 12, at 7 PM, 1147 Kensington Crescent NW, Calgary*