

A full-page photograph of Lance Armstrong in a green and white cycling jersey, riding a white Pinarello road bike. He is wearing a green helmet and sunglasses. The background is a blurred outdoor setting. A semi-transparent white banner is overlaid across the middle of the image, containing text.

LARGER THAN
LIFE
A CELEBRATION OF GREATNESS

Lance Armstrong

September 18, 1971

“Anything is possible. You can be told that you have a 90-percent chance or a 50-percent chance or a 1-percent chance, but you have to believe, and you have to fight.”

Lance Armstrong

September 18, 1971

INTRODUCTION

Unless you've been living under a rock, by now you have heard of Lance Armstrong. The unusual thing here is that you may have heard of him, but not always for the same reason. Some know him as **a champion cyclist who set the world record by winning the Tour de France seven times**. Others may know of him through his **philanthropic works**, namely **The Lance Armstrong Foundation** and **The Yellow Livestrong Wristbands** that you see everywhere these days. Others may know him as a **cancer survivor** who decided to meet the challenges that cancer threw his way head on and came out the winner. Regardless of how you know of him, just knowing of him offers your life inspiration when you may need it most.

BIRTH AND CAREER

Lance Armstrong was born on September 18, 1971 to a teenage mother. Athletic from the start, Lance competed in a number of triathlons and became **a professional athlete by the age of 16**. Eventually, his love of cycling became his main athletic focus and a phenomenon was born. After competing in the 1992 Olympic games, Lance entered the world of professional cycling, entering his **first Tour de France in 1995**. At the top of his game and with his mother by his side every step of the way,

Lance seemed to have it all. **Success followed and by 1996, Lance was ranked number one in the world.**

LANCE'S ILLNESS

The glory was short lived. Unfortunately, in the **October of 1996**, everything changed. Suffering from chronic pain, Lance was **diagnosed with testicular cancer that would eventually spread to his lungs and brain**. With chances of recovery less than 50%, Lance began a course of treatment that would include two surgeries and chemotherapy. With time, **the treatment began to work and Lance was on his way to a full recovery**. This didn't happen overnight. The chemotherapy took a toll on Lance's body and he was left feeling weak and fragile. Remarkably, though, just five months after his initial diagnoses, Lance was back on a bike rebuilding the strength he had lost. Not only did the cancer take its toll on Lance physically, but the emotional impact was traumatic as well.

LANCE'S FOUNDATION FOR CANCER RESEARCH

Deciding that he was in a unique position to do something positive with his life and his experience, he **founded The Lance Armstrong Foundation as a foundation for cancer research and support program to other patients suffering from cancer as**

he had. With his 'stand up' and 'take charge of your life' attitude, Lance has inspired thousands of cancer patients just like him to fight the fight of their lives with power and strength.

During summer 2004, the Lance Armstrong Foundation (with initial funding from Nike), developed **the Live strong wristband**. The band was part of the Wear Yellow Live Strong educational program, intended to support cancer victims and survivors and to raise awareness about cancer. The band sold in packs of 10, 100, and 1200 as part of an effort to raise \$5 million for the Lance Armstrong Foundation in cooperation with Nike. Individual bands sold for only US\$1 each. With the Livestrong wristbands on the arms of everyone from celebrities to the milkman, the foundation has currently raised more than 13 million dollars for cancer research.

LANCE'S COME-BACK

Lance went on to fully recover and, amazingly, win the Tour de France a record seven times since his bout with cancer. He is a beacon of hope and a source of inspiration when people need it most. **Having triumphed in the 2005 Tour de France, he hung up his cycling helmet and retired from the sport.**

— FAST FACTS ABOUT LANCE ARMSTRONG —

- What makes the Armstrong story truly compelling however, is that he won those seven tours after surviving a grueling battle with testicular cancer!
- In November 2005, Armstrong was **chosen by Barbara Walters as one of the ten most fascinating people of 2005.**
- Lance Armstrong came **15th in the Forbes list of the most powerful celebrities 2005.**
- In addition to cycling, Lance also **sits on the President's Cancer Panel;** and he has written a **best-selling autobiography 'It's Not About the Bike: My Journey Back to Life.'**
- Armstrong **has lent his name to Nike's newest line of footwear,** all branded with the familiar **'Live Strong' yellow.**

— QUOTES BY LANCE ARMSTRONG —

“Pain is temporary. It may last a minute, or an hour, or a day, or a year, but eventually it will subside and something else will take its place. If I quit, however, it lasts forever.”



“To all the cynics, I'm sorry for you, ... I'm sorry you can't believe in miracles. This is a great sporting event and hard work wins it.”



“Give up, or Fight Like Hell.”