



**Inside this issue:**

*Tour de France Highlights* 2

*Inspiration from our Mentor: Russ Dudley* 2

*Philly: Who, What, Where, When and How?* 3

*Corporate Sponsorships* 3

*How to Start Fundraising* 3

*Training Tips: Goal Setting* 4

*Team Roster* 4

# July Update

## *It's Time to Get Serious About the Challenge!*

It's officially summertime and Philly is right around the corner—less than two months away! I know that we've had a busy summer so far, but it's time to start preparing for the Challenge!



What do we need to do in the next two months?

- Finish signing up your last-minute recruits;
- Fundraise, fundraise, fundraise;
- Keep a look out for updates from me about hotels, travel, dinner, t-shirts and jerseys.

We have more than 30 partici-

pants already (and even more if you include volunteers and cheerleaders)—which is a record team size for Team Revolution. I will try to plan an event in August to bring us all together before the event.

In this newsletter, we'll talk about what to do to prepare over the next two months, tips for how to fundraise, tips for how to train and details about logistics for the trip.

I also want to remind everyone to book your hotel rooms. The block of rooms is only available until **July 22**. Please follow the instructions on the page 3 to call and book your rooms.

And finally, I want to remind everyone that you are welcome to join us for Team Revolution training rides/walks/runs at Hains Point every Monday and Friday at 6:45 p.m. A group of us have already been meeting on a regular basis.

Thanks again to everyone for joining this year's team. It's now time to get serious. Remember why you signed up for this: 1) to raise money and awareness for the fight against cancer and 2) to give yourself a personal challenge. It's time to work toward both goals!

Have a great July, stay in touch and be sure to e-mail me with any questions.

LIVESTRONG!

**HIGHLIGHTS!**

- **July Challenge: Meet your fundraising minimum**
- **Please book your hotel room by July 22**
- **Tune into the Tour de France!**
- **Don't forget to sign up on the team site: [rideforacure.org](http://rideforacure.org)**
- **Submit cycling questions to [david-bender76@gmail.com](mailto:david-bender76@gmail.com)**



## *July Checklist...*

- Add the LiveStrong Challenge fundraising tool to your Facebook page.
- Write out your fundraising plan.
- Meet your fundraising minimum (\$250).
- DC- area members: Meet us at least once for the Monday/Friday Hains Point training nights.
- Book your hotel rooms for Philly
- Make sure you are signed up both at the official Challenge site and through the Team Revolution form.
- Explore [www.livestrong.org](http://www.livestrong.org) to remind yourself why you are in this challenge.
- Take advantage of the free tools at <http://my.livestrong.org>.
- Share fundraising ideas with team members.

## July Challenges

- \* Meet your fundraising minimum (\$250)**
- \* Reach a personal training goal**
- \* Book your hotel room!**

## *If it's July, it's the Tour de France (Lance Rides Again!)*

**Hope rides again...** Running from Saturday July 4<sup>th</sup> to Sunday July 26<sup>th</sup> 2009, the 96<sup>th</sup> Tour de France will be made up of 21 stages and will cover a total distance of 3,500 kilometers. You can watch every day of the TDF in HD on Versus.

Lance is looking really strong in his training—and according to many of his teammates and competitors, he is definitely in contention for his 8th TDF win.

This year, Lance is riding to raise awareness of the cancer fight and the Lance Armstrong Founda-

tion. If you tune into the tour, you will most likely see a lot of yellow!



Lance has also teamed up with Nike for a series of commercials telling you that Lance's return is not about the bike...it's about YOU. And cancer patients around the globe. Check out [www.wearyyellow.org](http://www.wearyyellow.org) to see the campaign. From the site: "Lance is just one person. He can't fight the global cancer epidemic alone. So he asked artists, other athletes, survivors and writers to join his peloton. Now he's asking you. What's your bike? There are many ways to get involved and make a difference. How will you help?"

This is a great opportunity to learn about professional cy-

cling. Here are a few places to visit for more information:

- Follow Lance on his blog at: [www.livestrong.com/lance-armstrong/blog/](http://www.livestrong.com/lance-armstrong/blog/)
- You can also follow Lance's twitter [@lancearmstrong](https://twitter.com/lancearmstrong)
- Visit [www.letour.fr](http://www.letour.fr) for information about the TDF (including live Web streams)
- Visit [www.versus.com/tdf](http://www.versus.com/tdf) for updates on the tour.

If you can only watch a few stages, we recommend tuning in for:

- \* The start at 9:30 a.m. on July 4 (15k individual time trial)



- \* July 7—team time trial
- \* First mountain stages are on July 10, 11 & 12
- \* The last individual time trial is on July 23
- \* And Stage 20 on July 25 is the "Queen Stage" a mountain-top finish one day before the last day in Paris.

It's definitely worth checking out — if only to watch history in the making as Lance rides through the Alps one more time. What do you think, can he bring home an 8th title? Watch and find out. And remember he's riding for YOU.

## *Inspiration from our Team Mentor: Russ Dudley*

**"Do you remember when 21 years was old?"**  
-Phoenix, "Countdown"

A few weeks ago I met up with my friend Kelly and her friend Sara (who Kelly used to nanny for) at a local ice cream shop. After a conversation involving the finer points of dogs and 5th grade English class, Sara asked me how old I was. I'm usually hesitant to give my age but I wanted to see what she was going to do with this information, so I told her. Then I asked how old she was. I was surprised when she tried to convince me she was only 6 (she's almost 12, in case you're wondering).

It seems everyone has an ideal age, and Sara's is 6. Mine is 25. I loved being 25 so much that I was 25 for 3 years before I gave up the dream. I still

wish I could go back to being 25 again. But time keeps moving. When I was 25, time was my ally. I had an infinite amount of it and as it went on I was able to fill my life with accomplishments. But then I was diagnosed with cancer, and time turned on me. It reminded me that it was limited and worse, it began to speed up. Life began to feel like a race and whenever I looked over my shoulder, time was right behind me. If you want to know what anxiety looks like, try racing time.

Another of my friends lost his mother to brain cancer this week. I can imagine what he's thinking, that he'd like to go back to a time before cancer wasn't a part of his family's

life. But just like I can't go back to being 25 and Sara can't go back to being 6, my friend can't go back to spend another day with his mother. And that pains me so much that I have a hard time writing this e-mail.

There are some things in life I've learned to accept, the fact that time moves forward is one of those things. But I refuse to accept that cancer is a part of life. By signing up for the LIVESTRONG Challenge you've picked up that fight as well, but we need to do more. I want everyone to push themselves this year, not only in the bike and the run, but also through your fundraising efforts. Because I truly believe a unified and collective effort will eradicate this cruel dis-

ease. And when the thousands of wheels roll across the asphalt followed by the thousands of feet pounding the pavement, there will come a brief moment when the sunlight cuts through the canopy and the air becomes still and time will, if only for just a fraction of a second...stop.

And at that moment, little Sara will be little once again.

And my friend will have his mother back.

From a June 4 e-mail from Region 3 Mentor (and Team Revolution member) Russ Dudley. E-mail him with questions at [region3@lafmentor.org](mailto:region3@lafmentor.org)

Please book your hotel rooms now...Deadline is July 22!!!

## Philly: Who, What, Where, When and How?

Details are already coming together for logistics for this year's Challenge. Here is what we know already:

### HOTEL:

We have secured a block of rooms at Spring Hill Suites Philadelphia Plymouth Meeting (a Marriott hotel). It is ONLY 5 MILES from the start and finish line. You have until **July 22** to book your rooms. I would advise you to book early - there is no charge to cancel up to 24 hours before check-in. Here is the hotel information:

**SpringHill Suites Philadelphia Plymouth Meeting**  
430 Plymouth Road  
Plymouth Meeting, PA, 19462  
Phone: 1.610.940.0400  
OR 1.888.287.9400

Rates:

\$99/king

\$109/double

Please reference "TEAM REVOLUTION" to get the block rates.

### DINNER:

Our team dinner will be at Buca di Beppo, only 2 miles from the hotel site. I have secured a room for 60 people in the restaurant. We will meet at 7:30 p.m. the night before the Challenge. We can carbo-load with plenty of good Italian pasta.



*This year we'll be staying less than 5 miles from the event site!*

**Please remember to fill out the registration form on [www.rideforacure.org](http://www.rideforacure.org) and e-mail it to Nicole.**

**You will receive an invoice in your e-mail for the team dues to cover dinner and your team shirts.**

## Corporate Sponsorships: It's All About Networking!

This year, I'd like all of you to consider reaching out to local businesses in your community to solicit corporate sponsorships.

A donation to the Lance Armstrong Foundation is not only tax-deductable but it is a great way for a business to feel like it is giving back to the community.

And we can also give back to the business in the process. We have different levels of sponsorship opportunities that will provide much-appreciated visibility to the business. It's a win-win for everyone!

To help with this process, I have created a one-pager to distribute along with a letter to a local business that outlines who we are and provides dif-

ferent levels of fundraising opportunities. The information can be found on the Web site or you can e-mail the one-pager directly. Contact me if you have any questions or want any help with your corporate fundraising outreach.

All of you know someone who might be interested in helping out with LAF. It doesn't hurt to send a letter to reach out!



*Local stores are always looking for ways to get involved in their community: Offer them a sponsorship opportunity!*

## Fundraising: How to start strong and reach your goals

Fundraising may seem like a daunting process. I can understand that it's difficult to ask people for money. Here are a few tips to consider as you start your fundraising process:



1. You will never get anything if you don't ask!
2. Cancer is an incredible

cause. EVERYONE has a connection to the disease—and everyone understands the need for fundraising dollars. Focus your ask on the issue and you'll be amazed how easy it is.

3. Personalize your ask.
4. Make sure people understand where their money is going. Spend some time on [www.livestrong.org](http://www.livestrong.org) to learn about LAF so you can educate

others.

And before you start:

- Set fundraising goals and really work to achieve them;
- Generate a list of all of your targets in advance;
- Build a timeline for outreach. You want to reach out several times—but NOT too often!

- Stagger your approach to different targets.
- Develop creative incentives.
- Keep donors up-to-date on your fundraising and training throughout the summer;
- Thank you notes go a LONG way!

Before you know it, you will be well on your way to reaching your fundraising goals!

## Training Tips: Goal Setting



Multitasking has become a worldwide way of life. Go, go, go! Do, do, do!

Faster, faster, faster!

Cyclists of every fitness level know the challenge of trying to fit another group ride, or longer ride, into their week.

But most cyclists are riding with a major objective in mind that necessitates scrutiny of their schedule. Whether it is a short- or long-term goal, it's worth assessing how to make the most of your time in order to reach it. If you set a goal that is weeks or months away,

creating subgoals helps you track your progress and provides opportunities to feel good about your efforts.

You may think setting goals will only add to your busy life, but it actually provides opportunity to stop and recognize your accomplishments:

1. **Be positive** - a goal should explain what you want to achieve, as opposed to what you don't want to happen.
2. **Challenge yourself** - Don't make your goals too easy. You shouldn't be 100% sure you can achieve them.

3. **Set achievable goals** - If your goals are so challenging that they become impossible, you will be easily discouraged.

4. **Base your goals on you** - Your goals should be based on your performance and within your control, not someone else's.

5. **Be specific** - Instead of saying, "I want to ride fast," say "I want to improve my speed for a 5-mile time trial from 15 mph."

**Unless you try to do something beyond what you have already mastered, you will never grow.**

- Ralph Waldo Emerson

6. **Subgoals** - Shoot for 3 subgoals each week as simple as drinking more water or getting enough sleep.

7. **Celebrate** - It's the celebration of each small success that will help propel you toward your larger goal. Whether others are told of your accomplishment or not, take a moment to recognize your success—maybe do a victory dance!

- From *Bicycling for Women* by Gale Bernhardt

## Team Revolution 2009 Roster...(and growing!)

Here's the team roster. How many more can we add before the next newsletter?

Raegan Apostolatos

Nicole Bender

David Bender

Carole Bender

Sarah Bender

Thomas Bender Jr.

Thomas Bender Sr.

Kerry Bender

Bob Bender

Cathy Betesh

Brian Betesh

Brian Betesh, Jr.

Kipp Burgoyne

Janice Cessna

Mike Crispino

Russ Dudley

Anne Fajon

Melanie Fonder

Elaine Gallagher

Tom Gallagher

Karen Gruebnau

Alissa Havens

Jennifer Hayducky

Luke Kovacs

Mike McNeil

Ashley McPhail

Trisha O'Connor



Audrey Pernik

Jamie Poslosky

Ann Rivlin

Joel Rivlin

Tasha Teelucksingh

Nicole Wegner



Contact Nicole Bender

Phone: 202.553.7038

E-mail: [nicole.bender@rideforacure.org](mailto:nicole.bender@rideforacure.org)

Visit our Web Page

[www.rideforacure.org](http://www.rideforacure.org)

**LiveSTRONG!**

Team Revolution is a group of friends and family dedicated to making a difference in the war against cancer. In 2008, the team raised more than \$16,000 and was recognized by the Lance Armstrong Foundation as one of the top fundraising teams across the country.

This year, we are striving to achieve new goals. In August 2009 – Team Revolution will be walking, running and cycling our way to raising thousands of dollars in Philadelphia to benefit the Lance Armstrong Foundation. We will raise money to fund research and community programs as well as to educate people about the resources needed to win this war.