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March Update

Welcome to Team Revolution!

Welcome Team Revolution members! Thank you for joining our 2009 team. This year we have the potential to be bigger and better than ever.

This is the third year for Team Revolution. As you all know, this team and the LiveSTRONG Challenge have a very special meaning to me. This all started as a tribute to my mom who bravely battled lung cancer for 23 months. Her strength gave life to the mantra "LiveSTRONG." In the first year, every pedal stroke was my way of fighting back against her disease. Since then, this

fight has become broader for me. The LiveSTRONG Challenge has grown beyond my mother's battle and it has become about my friends, family, co-workers and the millions of people across the country and the globe fighting cancer. Team Revolution is about coming together as a group of advocates to raise awareness, challenge each other and ourselves, educate, inspire and FIGHT BACK against cancer. And I'm proud to be fundraising, walking and cycling with each and every one of you.

Thank you for your dedication to this cause.

You should expect great things this year. Together we will fundraise a record amount of money. We'll train hard and push each other to reach personal goals. We'll have fun and get to know new friends. And we will spend an amazing, inspirational weekend together.

Each month you will receive a newsletter with information about team activities.

Stay tuned for an awesome year ahead. And thank you all for joining Team Revolution!

LiveSTRONG!

Nicole, Team Captain



HIGHLIGHTS!

- **March Challenge: Recruit TWO new members each.**
- **Hotel rooms ready for booking!**
- **Let me know if you would like to submit a guest article.**
- **Don't forget to use the new team video for recruiting!**
- **Volunteering is an option.**
- **Submit cycling questions to david-bender76@gmail.com**

What's New in 2009?

There are a lot of new things in store for Team Revolution in 2009. Here is just a sampling:

- A team more than double in size from last year;
- Addition of Russ Dudley, official LAF mentor;
- Direct links to participant fundraising pages on team Web site;
- A new hotel only 5 miles from the event site;
- A new team dinner location very close to the hotel;
- New and less expensive full custom team jerseys;
- Monthly guest articles from team members;
- Larger weekly training rides;
- New exciting fundraising events;
- And lots more...

March Challenge

Every month we will issue a new challenge for Team Revolution members....

This month, we challenge each of you to recruit TWO new team members.

Good luck with your recruiting!



About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) unites people through programs and experiences to empower cancer survivors to live life on their own terms and to raise awareness and funds for the fight against cancer. The LAF focuses on cancer prevention, access to screening and care, research and quality of life for cancer survivors. Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, the LAF has raised more than \$250 million for the fight against cancer.

The LAF relies on individuals

in communities across the world to further its mission to inspire and empower people affected by cancer. Individuals, groups, businesses, schools and clubs can raise funds by holding events or participating in established events, such as marathons or triathlons.

The LAF Community Program provides financial support and capacity-building to community-centered initiatives that address the physical, emotional and practical challenges of cancer survivorship. Through the program, the LAF awards planning, implementation and

evolution grants to community, nonprofit organizations to serve the needs of people living with cancer as identified by the

National Action Plan for Cancer Survivorship: Advancing Public Health Strategies. The LAF also offers its Community Program partners regular training, technical assistance and the opportunity to discuss challenges and exchange best practices at an annual Community Program

conference. Since its inception in 2001, the LAF Community Program has awarded more than \$3.7 million to 147 nonprofit organizations across the country.

Join 60 million LIVESTRONG wristband wearers and help make cancer a national priority. Unite and fight cancer at



What is the Philadelphia LIVESTRONG Challenge?

The LIVESTRONG Challenge is the LAF's signature fundraising event. Whether you walk, run, ride, volunteer or donate, your participation is one more powerful weapon in the fight against cancer.

Choose to walk, run or ride.



Next, register and pay the \$50 registration fee. Though encouraged to raise more, **cy-**

clists are required to raise a minimum of only \$250; there is no fundraising minimum requirement for walkers and runners. Register as an athlete or volunteer.

This year's distances are a 5K walk/run or a 10-, 20-, 45-, 70- or 100-mile ride. You can also sign up to volunteer at the

finish line or one of the many rest stops along the routes.

There are generally about 5,000 participants in the Philly Challenge.

More details about the LiveSTRONG village, volunteer info and route maps will be in future newsletters.

Meet Your Mentor and Teammate: Russ Dudley

We are honored to be joined this year by our friend and fellow cancer advocate, Russ Dudley.

Russ is a trained LAF Challenge mentor. He serves Region 3 (VA, KY, TN, NC, SC, GA, FL).

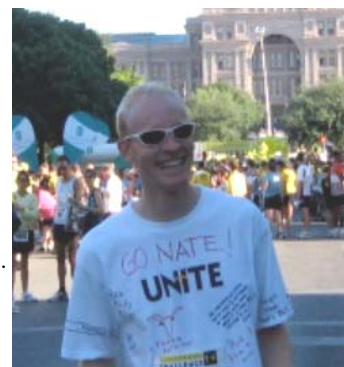
After being diagnosed with cancer almost 3 years ago, Russ discovered the LAF and found

that the stories on livestrong.org inspired him. He finished his degree, started running, bought a bike and looked for ways to get more involved with the cancer community. This year marks his third LIVESTRONG Challenge and you can bet that he's fired up about it! Russ is looking forward to training for the ride, figuring out creative ways

to fundraise and spreading the excitement of the event to others.

I recommend reaching out to Russ if you have any questions. Or to just say hello and introduce yourself.

You can contact him at: region3@lafmentor.org



Meet LAF Challenge Mentor
Russ Dudley

This year, we are moving closer to the event site! You can start booking hotel rooms now...

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:

I 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
Toll-free: 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.

TEAM SHIRTS:

More information about team t-shirts and jerseys in the next newsletter.

More information about travel logistics will appear in future updates.



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 and e-mail it to Nicole

Fundraising and Recruiting in 2009

These early days of the 2009 Challenge season should be all about recruiting and building our team. Let's spend the next month reaching out to friends and family to build our ranks. Use the team video, LAF videos, my e-mails, this newsletter and whatever else you can think of to send to friends to recruit them to walk, run, ride or volunteer with us. Let's all

meet the MARCH CHALLENGE of recruiting TWO people each. Our team size goal this year is 50-75 people. Don't forget to send people to www.rideforacure.org to start the registration process.

Next comes fundraising. Start brainstorming strategies for fundraising this year. In year one we raised \$21,000. In year two we raised \$16,000. Let's

aim high this year. If our team is twice as big—we should be able to raise twice as much! Right? Let's aim for \$30,000 this year. I know you can do it.

As always, e-mail if you have any questions. And stay tuned for fundraising and event ideas in the months to come.

But for now...recruit, recruit, recruit!

Send prospective Team Revolution members to www.rideforacure.org to start the registration process.....

How to Volunteer in Philly

If you are interested in volunteering, there are plenty of ways to be involved in Philly.

They need lots of help at rest stops, at the finish line, selling merchandise, guiding people through the event site. For more information, you can either contact Nicole directly

or visit www.livestrongchallenge.org, click on the Philly-specific page and then click on volunteering.

If you do plan to travel with us and volunteer in Philly, please still visit the team Web site www.rideforacure.org and register with the team so we know

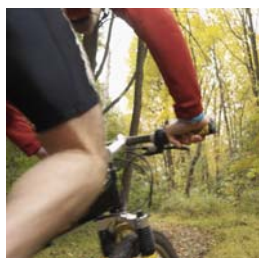
that you are coming!

And, if you simply want to be part of our cheering section, that is welcome as well. Please consider making an overnight or day trip to Philly with us and waving signs to help us cross the finish line. We'd love to have you there!



If you don't want to walk/run/ride, there are plenty of ways to be involved.

Cycling Fundamentals: Getting Started on 2009 Training



Start training early to get a head start on the season

The days are getting longer, brighter and warmer—which means it's time to dust off the two-wheeler, stretch out those legs and get back out on the asphalt.

Yes—it's biking season!

Team Revolution is made up of cyclists of all different levels. Some of you will be buying a bike and trying for the 10-, 20- or 45-mile routes. Others will be challenging yourselves to reach for the 70- or 100-mile routes.

Whatever personal goal you are working toward this year, Team Revolution is here to help!

Starting after Memorial Day, we will be meeting at Haines Point in DC every Monday and Friday at 6:45 p.m. for casual group rides. More details to come.

Co-captain, Dave Bender, is also here for any of your cycling needs. He can help you pick out a new bike, with training questions, with bike maintenance. He can even teach you how to start using “clipless” pedals. If you have any biking questions please feel free to reach out directly to Dave at

davidbender76@gmail.com

Dave will write guest articles throughout the next few months with training tips and suggestions of good training rides.

In the meantime, start thinking about the right distance for you at the Challenge this year. Consider reasonable goals that stretch your abilities a little bit. Reach for a personal goal—it is called a Challenge after all!

And don't worry about making a commitment quite yet. You can change your distance all the way up to the day of the Challenge.

Good luck for a successful training season!

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

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

Nicole Bender

David Bender

Carole Bender

Sarah Bender

Thomas Bender Jr.

Thomas Bender Sr.

Kerry Bender

Bob Bender

Cathy Betesh

Brian Betesh

Kipp Burgoyne

Janice Cessna

Russ Dudley

Anne Fajon

Melanie Fonder

Tom Gallagher

Alissa Havens

Luke Kovacs

Audrey Pernik



Jamie Poslosky

Ann Rivlin

Joel Rivlin

Tasha Teelucksingh

(This year you will all have a link to your fundraising page from www.rideforacure.org)



Contact Nicole Bender

Phone: 202.553.7038

E-mail: nicole.bender@rideforacure.org

Visit our Web Page

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.