



**LIVESTRONG DAY**  
In Georgia

**Tuesday, May 13, 2008**

**One of 500 Local Events Held Across Our Country  
Raising Awareness  
FOR PEOPLE AFFECTED BY CANCER**

**Atlanta, Georgia** — On May 13, 2008, Roswell resident and ovarian cancer survivor, Janet Kempe, will join the Lance Armstrong Foundation (LAF) to unite Georgia residents affected by cancer and raised awareness about cancer issues.

The event organized by Kempe will be one of over 500 **LIVESTRONG** Day local events held across our country increasing awareness and showing support for cancer survivors and their loved ones.

Kempe together with professional video director, Tom Burke will shoot video of **LIVESTRONG** DAY events in the Atlanta metro area. Interviews with participants, including cancer survivors, caregivers, medical staff and community cancer care advocates, all proudly wearing **YELLOW** on **LIVESTRONG** Day will be filmed and edited into the final video clip along with events hosted at other remote locations throughout the state of Georgia. The Atlanta metro sites will include: Southeastern Gynecologic Oncology, Wellstar Health System and X3 Creative. Other event sites are currently being coordinated with the assistance of the Georgia Cancer Coalition.

“Participating in **LIVESTRONG** Day is important to me because my success in living with and beyond my cancer diagnosis has been through my active participation with my treatment and continued care,” says Kempe. “It is an honor to have the opportunity to support cancer survivors and encourage people in Georgia to unite together to end the needless death and suffering from the disease that effects over 36,000 new cases each year in Georgia. Georgia has the 21<sup>st</sup> highest overall cancer incidence rate among the 50 states and the District of Columbia.”



**LIVESTRONG** Day 2007

In year's past, approximately 200 LAF delegates have advocated in Washington, D.C., to demand that our nation's leaders invest in resources, treatment and services for people affected by cancer and to emphasize the importance of making cancer a national priority. This year the foundation has decided to shift the focus from legislators and lobbyists to the American people in their local communities. We believe that by uniting people in the fight against cancer we will remind our decision-makers that their constituents care about cancer and demand change.

In other **LIVESTRONG** Day news... an associate from LAF may be coming to Atlanta. On **LIVESTRONG** Day, the entire staff of the LAF will travel to events around the country. They are looking for events that truly exemplify the spirit of **LIVESTRONG** Day. All of us with **LIVESTRONG** Day in Georgia are putting our best efforts towards making our event one of the selected sites. We will be notified in early April if a LAF staff member will attend our **LIVESTRONG** Day in Georgia.

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#### **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. Join 60 million **LIVESTRONG** wristband wearers and help make cancer a national priority. Unite and fight cancer at [LIVESTRONG.org](http://LIVESTRONG.org).