

July 5, 2008



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# July Update

## Philadelphia is Just Around the Corner...

Hello Team Revolution, It's been a busy time for the cancer fight - and consequently, a quiet time for Team Revolution. But The Philadelphia Challenge is just around the corner and so it is time to pick up the pace, work to reach our goals and come together as a team. The Challenge is less than two months away, and so I am calling on all of you now to:

- 1) Fundraise your hearts out;
- 2) Recruit new team members; and
- 3) And stay tuned for upcoming deadlines for the team!

Throughout the next two months I will be sending information about training, fundraising, recruiting, travel logistics, team jerseys and other details. I know that everyone is busy, but please do your best to meet deadlines and help out. I promise to make everything easy for you.

We started all of this for a reason—to make an impact on the war against cancer, and to set and reach personal goals. We now have less than two months to accomplish what we set out to do.

It means a great deal to me and to my family that you have all made a commitment to this



*Let's work together to reach our goals this year!*

cause. We are all going to have an amazing time together in Philadelphia. I am really looking forward to it and I hope that you are too. Please take some time to read through this newsletter—and I will talk to you all soon!

LiveSTRONG!

### HIGHLIGHTS!

- Join us on Mondays and Fridays at 6:45 p.m. at Haines Point in DC for Group Rides!
- Free Bike Jersey for one team member in July!
- Stay tuned for upcoming information on hotels; travel; and team shirts.
- Have any fundraising ideas? Send to Nicole to share with the team.
- Find out how to volunteer in Philly.



## Setting and Reaching Goals—A Call to Action

The LiveSTRONG Challenge is all about challenging yourself—whether it's raising more money than you thought possible or riding or running your personal best. This is an opportunity to do something great and to feel good about it. As a team we have set high goals and I ask that you set high individual goals for yourself as well. **Over the next two**

**weeks Team Revolution wants to CHALLENGE each of you. I ask each one of you to accomplish the following:**

- 1) **RECRUIT** at least TWO new team members.
- 2) **FUNDRAISE** at least \$250 dollars.

And as an incentive, Team Revolution will offer the fol-

### Win a Free Bike Jersey!

lowing prize. The team member who raises the most money between now and the end of the July will get a free team bike jersey (that's an \$80 value!).

So let's work together and reach some goals! I challenge each of you to push yourself to reach heights that you never thought possible! Good Luck!

## *Fundraising FUNdamentals!*



*Keep working until you reach your goals!*

Fundraising may seem like a daunting task to many—but keep in mind, that raising money for the cancer fight is the heart and soul for why we signed up for the Challenge in the first place.

Almost everyone you know has unfortunately been touched by cancer—one out of two men and one out of three women will be diagnosed in our lifetimes. Because of those staggering statistics, cancer is one of the easiest (and the most

important) causes for which you can fundraise. Don't be afraid to set your goals high and ask for money.

Here are some simple tips to keep in mind:

1. **Lay out the facts**—cancer is the biggest killer of Americans under the age of 85.
2. **Make it personal**—let people know why the cancer fight is important to you.

3. **Don't be afraid to ask**—the worst thing that can happen is that they say no.
4. **Make it approachable**—Suggest donation increments of \$15, \$25, \$50 and let them know what their money will accomplish.

Just remember—More than 80 million people wear yellow wristbands. It's time to make them do more for the cancer fight!

## *Recruitment is Half the Battle*



A big part of winning the war on cancer is recruiting a large army to fight by your side. Let's show our team spirit and build one of the largest teams at the Philadelphia Challenge. I know that MANY of you have expressed interest on behalf of yourself or your friends and NOW is the time to officially sign up for Team Revolution.

Signing up is easy. Just visit [www.rideforacure.org](http://www.rideforacure.org) and click on "Join the Team." Once you fill out a brief registration form on the Web site you will be forwarded to the official team site on the LiveStrong Challenge Web site. From there, you will officially register and pay the \$50 registration fee. Tell all of your friends to sign

up. And remember—the more people who sign up, the cheaper the hotel rooms, the t-shirts and the jerseys. Let's meet our goal of bringing 50 team members to Philadelphia this year. Spread the word and help us recruit new members. It's going to be a party on Aug. 24 in Philadelphia!

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



*Stay tuned for Philadelphia details...*

With the trip to Philadelphia just around the corner, I'm sure that many of you are beginning to think about travel logistics. Within the next two weeks, I will circulate information about:

- 1) Location and travel
- 2) Hotels

3) Dinner on Saturday night ...and other information about the weekend. As we get closer to the event day, I will send around a schedule so folks know when the group is traveling, when and where to meet for a group pictures after the ride/run/walk and other im-

portant details about the day. We won't hold you to any of the set times—it's just a guide in case you want to spend time with the group while you're there. All of that information will arrive in your inboxes shortly!

## Join Group Rides Every Mon and Fri at Haines Point at 6:45 p.m.

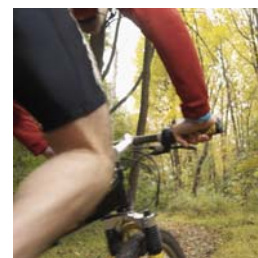
### *Training Tips and Scheduled Group Rides*

With less than two months to go, I am sure that many of you have already started your training for the ride/run/walk that you decided to do this year. Originally, we had planned to do weekend rides, but with the summer crunch and lots of travel on the horizon, Team Revolution will try to meet twice a week after work at Haines Point in Washington, DC. Team Captains, Dave and/or Nicole will be at the tennis court parking lot across from the Haines Point Golf Course every Monday and Fri-

day at 6:45 p.m. The nice thing about Haines point is that we can ride as a group, or we can take laps at our own speeds. It's a great place for interval and speed training. Each loop is 3.25 miles. Each Monday and Friday we'll ride at least 15 miles—or more. And Dave will be there to offer tips, teach people to use clipless pedals, or whatever advice you need. Join us a few times, or join us every time—we'll have fun training together. If you show up late, you can join us as we circle by! And stay as long as you'd like.

We'll usually ride on average 90 min.

In general, we recommend building base mileage throughout the week, and extending your long rides each weekend. Try to take one or two days off a week for recovery. If you can, try interval speed training once or twice a week to improve your overall speed. Stay tuned for more training advice and we hope to see you on Mondays and Fridays at Haines Point!



*Training doesn't have to be an uphill battle.*

### *Philly Bike Routes*

The ride routes for the Philly Course are the same as last year—which means pretty countryside, smooth roads and A LOT OF HILLS! It's a tough ride, but it wouldn't be a challenge if it wasn't, right?

In order to keep up with the course, we advise you to be sure to add hills to your training routines. That way, the inclines won't sneak up on you

on ride day.

This is how the LiveStrong Site describes the course:

“The Philadelphia Challenge routes are a cyclist's dream - tough climbs, incredible descents and breathtaking views. Along the route you'll find historic sites, monuments and preserved farmlands where the likes of George Washington once camped. The course sets

out of Montgomery County Community College in Blue Bell, Pennsylvania, and heads west over the Green Lane Reservoir up Kutztown Road into Berks County. Once in Dryville, the course then turns south winding through the scenic countryside of Oley and Boyertown before returning to MCCC for the Post Event Party.

Visit [www.livestrongchallenge.org](http://www.livestrongchallenge.org) to read more details about the Philly routes and other information about the Challenge.

### *How to Volunteer in Philly*

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

They still 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](http://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.rideforcure.org](http://www.rideforcure.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.*



Contact Nicole Bender

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Visit our Web Page

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

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**LiveSTRONG!**

Team Revolution is a group of friends and family dedicated to making a difference in the war against cancer. In 2007, the team raised more than \$21,000 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 and October 2008 – Team Revolution will be walking, running and cycling our way to raising thousands of dollars in Philadelphia and Austin 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.

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## *Want to Buy a Bike?*

...well, you're in luck because Nicole is selling her barely used bike for \$450. It's a 50-inch Scattante flat bar road bike. Nicole bought it a year ago and only used it for a few months to get her through her first LiveStrong Challenge. It's still in great shape. This will be perfect for someone 5'2 to 5'5 who is interested in something a step up from a hybrid and not quite as aggressive as a road bike. Contact Nicole directly if you are interested. (back rack not included). Here is the official description:

“Whether it's a weekend spin around the lake or the faster

tempo of a fitness ride, the R-330 is designed to give you the efficiency of a road bike with a more upright position, to eliminate weight on your hands, shoulders and back. Lightweight aluminum frame with Shimano/SRAM drivetrain and TruVativ cranks deliver a comfortable ride that doesn't slack off when the pace picks up. Dual pull brakes provide sure stopping power and the flexibility to use most any tire combination. Kenda Kwick Roller tires keep you rollin' fast in any condition.”

