

Bike World Iowa

Is Proud to be A Major Sponsor of the

2012 ABOVE AND BEYOND RACE ACROSS AMERICA TEAM

Above + Beyond Cancer is a public charity whose mission is to reduce the burden of cancer across the globe. The organization pursues this mission through a team of internally developed "superadvocates" who leverage their creative talents as writers, filmmakers, musicians, lobbyists, fundraisers, and speakers to provide a uniquely engaging and inspirational approach to cancer advocacy. Our advocates create a public following through participation in a variety of adventurous physical endeavors, such as recent trips to Kilimanjaro and Everest. Upon returning from the field, they work as lobbyists, speakers, writers, and fundraisers who are driven to create a world with less cancer. Their stories have been featured by outlets including CNN and MSNBC and are the subject of an upcoming documentary by our PBS crew.

This summer Above + Beyond

Cancer will field a team of cancer survivors and professional cancer caregivers in the 2012 Race Across America (RAAM). The eight-person team will ride 3,000 miles across America in seven days. Members of the team represent five different types of cancer and an age span of 29-65.

The team has been strategically composed of individuals, both men and women, who the public would not immediately recognize as candidates for a race of this caliber. Each of the members is racing, not in spite of his or her cancer, but because of it. In finishing the race, they will have overcome unbelievable odds while proving that there can be deep meaning and fulfillment in reaching for a goal that appeared unattainable.

The team will then use their story to create an exciting backdrop for a multi-platform cancer advocacy campaign that will begin this fall. RAAM is one of the most respected and longest running endurance sports events in the world. It is seen as a pinnacle of athletic achievement in amateur cycling



PHOTOS: HUEY PHOTOGRAPHY

circles and the greater sporting community as a whole. The event begins in Oceanside California and stretches 3,000 miles to the finish line in Annapolis, Maryland, while climbing more than 170,000 feet along the way. The course is 30 percent longer than the Tour de France, yet racers are required to complete the distance in roughly half the time allowed for the Tour. The race inspires everyone who has been a part of it - racer, crew, staff and fans alike. It is a true test of speed, endurance, strength, organization, and camaraderie! There is no race that matches the distance, terrain and weather, and few other events that so test a team's spirit from beginning to end.

Above + Beyond Cancer is funded through the generosity of national cancer foundations including LIVESTRONG, the American Cancer Society, and Susan G. Komen for the Cure. Upon completing a field program, our Ambassadors commit to roles as high-level volunteers in one of these organizations.

The journey will be documented by a professional filmmaker who will travel the entire length of the race.



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