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On a Mission

BY KATHY LATOUR

Lance Armstrong Foundation

On May 16 at a reception for the delegates to Livestrong Day on Capitol Hill, Lance Armstrong ended his comments by reading the manifesto of the Lance Armstrong Foundation, which sets forth in detail the vision of his foundation. You can read it in its entirety at www.livestrong.org. The message was clear and repeated throughout the day: Unity is strength, knowledge is power and attitude is everything.

Founded in 1997, the LAF's mission to inspire and empower people with cancer through education, advocacy, public health, and research programs has translated into the creation of and funding for multiple programs that provide practical information and collaborative efforts in numerous areas of survivorship. More than \$14 million has gone to fund cancer research and additional funds have financed survivorship centers that research the physical, psychological, and practical issues of those affected by cancer. The LAF created community programs, which provide funding on the community level for programs that address the challenges of survivorship as identified in the National Action Plan for Cancer Survivorship, released in 2004 by the LAF and the Centers for Disease Control and Prevention.

Other initiatives include a program for young adults and, of course, advocacy. The LAF will continue its focus on building the Livestrong army on October 27-29, 2006 when LAF holds its first LIVESTRONG Summit for selected delegates from across the country with the goal to raise awareness for survivorship and train advocate delegates in how to develop a plan that they can execute in their own communities.

The LAF receives support from the Livestrong Challenge, a series of cycling, running, and walking events across the country, in addition to merchandise, major donors, corporate sponsors, and grassroots fundraisers. As Armstrong finished his comments to the Livestrong Day delegates, he conceded that the fight would be hard, but he was ready. "Bring it on," he said, as he stepped from the podium.