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**RIDE TO EMPOWER CYCLING EVENT IN RED ROCK CANYON,
NEVADA, OCTOBER 22 – 25 TO BENEFIT BREAST CANCER
NETWORK OF STRENGTH**

Riders Nationwide Gear Up to Raise Money for Breast Cancer Support Today

June 19, 2009— Registration is open for Breast Cancer Network of Strength’s newest event, the Ride to Empower®, a destination bike ride in Red Rock Canyon, Nevada, October 22 – 25.

Experienced and novice cyclists from all over the country are invited to join this experience of a lifetime and to raise \$400,000 to help ensure no one faces breast cancer alone.

Cyclists can choose from a range of ride distances from less than 32 miles to 100 miles, all with unforgettable majestic views through red colored sandstone formations that give Red Rock Canyon its name.

Detailed bike routes and destination descriptions of Red Rock Canyon National Conservation area in the Mojave Desert, a few miles west of Las Vegas, are available at www.networkofstrength.org/ride.

“I am not a bicyclist so I trained for this and it was amazing,” said Bonnie Gordon, 50, a 15-year survivor of breast cancer who participated in the first Ride to Empower in 2008 in Solvang, California. “The hills are an analogy--you’ve got to get up the hill and then you can coast a little bit-- it’s just like battling this disease. But 100 miles is nothing compared to breast cancer.”

A registration fee of \$100 is applied to a variety of flexible fundraising packages that may include travel, food, bike transport and lodging expenses. From the \$300 “Get Even” level that consists of a finishing medal and T-shirt, to the \$7,500 “Jackpot” bundle that lavishes the fundraiser and a guest with start-to-finish, all-inclusive amenities including meals, travel, spa services and tickets to the cinema. Fundraising packages can be viewed at <http://ride.networkofstrength.org/packages>.

Network of Strength provides cycling guidance and fundraising support. Read the training blog, view short videos from last year’s Ride to Empower, and meet other riders at www.networkofstrength.org/ride.

(more)

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“The Ride to Empower offers anyone the challenge of completing a long-distance cycling event and the opportunity to pay tribute to family and friends touched by breast cancer,” said Margaret C. Kirk, President and CEO, Breast Cancer Network of Strength. “Thanks to our partners, anyone who has the ambition, drive and passion to tackle a destination bike ride and support people with breast cancer can be a part of this amazing event.”

National Sponsors include Amgen Oncology, Cline Wines, Merck Oncology, United Airlines, Walgreens, Revlon, Health Magazine and production partner Planet Ultra.

For more information, visit www.networkofstrength.org/ride or call 877-963-7223 x2729.

About Breast Cancer Network of Strength

Breast Cancer Network of Strength® provides immediate emotional relief to anyone affected by breast cancer through the YourShoes™ 24/7 breast cancer support center, which includes the country’s only toll-free breast cancer hotline staffed exclusively by breast cancer survivors.

Breast Cancer Network of Strength raises money to fund YourShoes, several outreach programs, breast health awareness workshops, wigs and prostheses banks for women with limited resources, and advocacy on breast cancer related policies.

For more information about Breast Cancer Network of Strength, visit www.networkofstrength.org. Peer counselors can be contacted at 1-800-221-2141, with interpreters available in more than 150 languages.

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