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Treasure Valley Family YMCA Selected as Candidate for the LIVESTRONG® Community Impact Project

Finalists will be determined by an online voting campaign; funds will better the lives of people affected by cancer

Boise, ID – May 12, 2011 – The Treasure Valley Family YMCA has been selected as a candidate for the LIVESTRONG® Community Impact Project, which was created to bring proven cancer support programs to communities across the United States. Finalists will be determined through an online voting campaign that begins on May 11 at 10:00 a.m. CST. Applicants with the top votes per region will receive a financial award of support to replicate and implement a sustainable program dedicated to supporting families fighting cancer. Finalists will also receive tools and resources from the Lance Armstrong Foundation, the organization established in 1997 by the cancer survivor and champion cyclist to serve people living with cancer and empower communities to take action against the world's leading cause of death. The foundation is now known publicly by its powerful brand – LIVESTRONG – and is a leader in the global movement on behalf of 28 million people around the world living with cancer today.

Hundreds of qualified hospitals, cancer centers, universities and non-profits from across the United States applied to be part of four different programs:

- Camp Kesem: A university based, student coordinated, summer camp for children with a parent who has or has had cancer. **LIVESTRONG** will fund the implementation of 12 new camps at universities this year and will engage thousands of young adults in the process.
- Cancer Transitions: Co-created by **LIVESTRONG** and the Cancer Support Community, this life after cancer program will be replicated in 35 new cities to help survivors address post treatment issues and concerns.

- **LIVESTRONG[®] at the YMCA**: Developed by LIVESTRONG and the Y, LIVESTRONG at the YMCA is a physical activity and well-being program that helps people affected by cancer reach their holistic health goals. By the end of 2011, this innovative program will expand to more than 75 U.S. cities.
- **LIVESTRONG Promotores Training Program**: Provides a professional development opportunity for promotores (public health workers) to improve their cancer knowledge and take key information back into Hispanic/Latino communities. LIVESTRONG is offering funding to implement this program in 30 new cities.

The Treasure Valley Family YMCA is among hundreds of organizations still in contention for the award. If selected, the Treasure Valley Family YMCA will use the awarded funds to offer the Cancer Transition program. The program goals are to provide cancer survivors with the support to address the short- and long-term effects of cancer treatment, enhance their physical health and improve their emotional well-being as they transition from the period of cancer treatment to life after treatment. By the end of the program survivors will have the skill set to increase their physical activity, eat healthy foods, feel better emotionally, communicate more openly with friends and family, and take an active role in managing their cancer care.

“We are thrilled and honored to be selected as a candidate for the Community Impact Project,” said Mary Biddle-Newberry, Director of Disease Prevention & Management for the Healthy Living Branch. “We share LIVESTRONG’s passion for inspiring and empowering people affected by cancer and look forward to working together to make a difference in the lives of cancer survivors and their families.”

The 2011 Community Impact Project will offer more than \$700,000 in implementation awards to 90 finalists. This represents the largest number of financial awards LIVESTRONG has granted in a single year in the history of the foundation. LIVESTRONG is committed to supporting community organizations in their efforts to help cancer survivors face the challenges and changes that come with cancer and has invested nearly \$70 million in community-centered organizations.

Voting ends on May 31, 2011 at 5:00 p.m. CST. For more information about the **LIVESTRONG** Community Impact Project and to vote, visit <http://vote.livestrong.org/applicants/50-treasure-valley-family-ymca-west-branch/>. For more information about the Treasure Valley Family YMCA, visit www.ymcatvidaho.org.

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About The Y

[The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.]

About LIVESTRONG/Lance Armstrong Foundation

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death. Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand -- **LIVESTRONG** -- and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Known for its iconic yellow wristband, **LIVESTRONG** has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised more than \$400 million for the fight against cancer. For more information, visit LIVESTRONG.org.