

YELLOW WRISTBANDS A BIG HIT IN EUGENE

In 1996, champion cyclist Lance Armstrong — then only 25 years old — was diagnosed with advanced testicular cancer that had spread to his brain and lungs. His doctors gave him a 50 percent chance of survival.

While undergoing chemotherapy, Armstrong founded the Lance Armstrong Foundation to support research and advocacy programs for young people with cancer. While he struggled to regain his health, the cyclist told himself to “live strong.” Not only did he survive the cancer, but Armstrong also went on to win six consecutive titles — from 1999 to 2004 — at the Tour de France. And he’s credited with helping reinvigorate the sport of road biking.

Right before the annual Tour last July, the foundation and Nike unveiled a new promotion to raise money for children with cancer: rubber wristbands reading “Live Strong.” The wristbands — the same bright yellow as Armstrong’s trademark jersey — have been successful beyond the foundation’s expectations; more than seven million have sold for \$1 each. Proceeds go toward programs for cancer victims.

The wristbands were a huge success in Eugene and across the nation. Celebrity support helped sales — John Kerry, Bruce Willis and Jay Leno wear them proudly. “It’s a feel-good thing, and it’s a wonderful cause,” says Micah Hudson, manager of the local Nike store. “It’s a really easy way to get involved with a cure of some sort. The people who made a real impact are the people who bought them in bulk. Our last sale was a sale for 900, and that sold us out.”

The bands also sold out at local bike stores such as Paul’s Bicycle Way of Life. Tom Stockton, a mechanic and sales associate at Paul’s, said that customers were happy to put money toward the cause, and the trendy wristbands helped to promote bicycling as part of a healthy lifestyle. “It opened a lot of eyes,” says Stockton. “It did get a lot of people into our store.”

For more information, visit www.wearyellow.com and www.laf.org

— Kera Abraham

COST OF WAR GROWING

The cost to the U.S. of the war in Iraq has surpassed \$130 billion, according to <http://costofwar.com>

The site has a running counter and the total can be compared to other costs to society. For example, Iraq’s \$130 billion would pay for 2.5 million additional public school teachers for one year, provide health insurance for 55.8 million children for one year, give four-year scholarships for 3.3 million college students, etc.

Website authors Niko Matsakis and Elias Vlantou say they are not affiliated with any political organization. “War affects everyone, not just those directly involved in the fighting,” they say in a statement on the site. “This webpage is a simple attempt to demonstrate one of the more quantifiable effects of war: the financial burden it places on our tax dollars.” — TJT

ACTIVIST ALERT

• After a two year absence, the Desert Conference is returning to the Malheur Field

Station in southeastern Oregon, Sept. 9-12. Author William Kittredge and former Secretary of the Interior Bruce Babbitt will present keynote addresses at the event. Registration materials and complete information about the conference is available at ONDA’s web site: www.onda.org

• The Oregon Bioneers Conference will be telecast live via satellite Oct. 15-17 at LCC’s Center for Meeting and Learning. Amy Goodman, Terry Tempest Williams, Paul Hawken, Amory Lovins and many others will present. For more information, visit www.bioneers.org



Amy Goodman

• Russell Sader will talk about the mayoral write-in campaign, the West Eugene Parkway and other hot topics when City Club resumes at noon Friday, Sept. 10 at the Hilton.

EARLY DEADLINES

Eugene Weekly offices will be closed Monday, Sept. 6 for Labor Day and early deadlines will be in effect for our Sept. 9 issue. The deadline for advertising will be noon Thursday, Sept. 9. Questions? Call 484-0519.

CORRECTIONS/CLARIFICATIONS

• Last week’s Health & Fitness story on yoga and Pilates included an incomplete list of Pilates centers offering mat classes and/or individual sessions. Inadvertently left out were The Pilates Center, 1680 Willamette, 465-1680, www.pilatescenter.org and the Downtown Athletic Club, 484-4011, www.downtownac.com

• In last week’s review of *The Corporation*, the correct name of the mental health manual should have been *Diagnostic and Statistical Manual of Mental Disorders (Fourth Edition)* or DSM-IV. Thanks to alert reader, Matteo G. Luccio.



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