



Breast Cancer Survivors Mount Harleys to Raise Awareness, Money -- and Eyebrows

SAN JOSE; June 7, 2005 – Facing their fears and embracing life, twenty-eight breast cancer survivors from all across the nation will band together in ‘Changing Gears,’ an 800-mile motorcycle journey that starts Sept. 24 in Los Angeles and ends Oct. 1 in San Francisco. For most, it will be the journey of a lifetime.

Each participant represents a growing trend: young women diagnosed with breast cancer, the leading cause of cancer-related death in women age 15 to 40. Twenty participants will ride donated Harley-Davidsons, while the rest ride their own bikes or drive support vans.

“Some might be surprised to see a 5-foot-2, 29-year-old dental hygienist and breast cancer survivor from Oklahoma ride a Harley, and I hope they NEVER forget,” says Gayla Winn from Norman, Oklahoma, a first-time Harley rider, diagnosed at 27.

Changing Gears rides will also take place in the U.K. in August and in Australia in October.

Cathy Huston, 42, of Grand Rapids, Michigan who was diagnosed at 33, will take part in all three. “Three rides, in three months, on three different continents! I am honored and proud to take part in this adventure,” says Huston.

Changing Gears is organized by Amazon Heart, established by Megan Dwyer of San Jose, California, diagnosed at 35 and now 38, and Meredith Campbell of Brisbane, Australia, diagnosed at 33 and now 38, both young breast cancer survivors.

“Instead of being isolated and intimidated by breast cancer, these women are setting out on the ride of their lives,” says Dwyer of the stay-at-home moms, realtors, engineers, and former police officers participating.

Funds raised in the U.S. benefit the Young Survival Coalition and Amazon Heart. Sponsorship is provided by Harley-Davidson; Genentech; and Wolverine Worldwide.

About Changing Gears

An international community-building and fund-raising event, Changing Gears was created by Amazon Heart, an organization that provides life-changing adventures for breast cancer survivors. Amazon Heart was established by Megan Dwyer of San Jose and Meredith Campbell of Brisbane, Australia, met after surviving breast cancer in their 30s. They collaborated on the first Changing Gears ride in the U.S. in Sept. 2004. Now in three countries, these events raise awareness and overcome the isolation often felt by younger women with breast cancer, while challenging stereotypes and raising funds for breast cancer causes. To donate or learn more, see www.changinggears.org

-30-

Media Contact:

Betsy Brottlund
(W)right On Communications
Tel: 760-735-9411