



## 2005 (HANGING GEARS U.S. Fact Sheet

- Who:** 24 first-time and experienced Harley-riding young breast cancer survivors plus 4 survivors driving support vans
- What:** Over 800-mile motorcycle ride from L.A. to San Francisco (plus rides in Australia and U.K.)
- Why:** They're riding for many personal reasons: renewed passion for life, facing fears, embracing freedom and treating life as an amazing journey. As a group, they'll raise awareness of the unique needs of young women living with breast cancer; challenge stereotypes about the disease; and raise funds for causes that help women living with it. The U.S. ride benefits the Young Survival Coalition and Amazon Heart. Amazon Heart is also the event's organizer.
- When:** Sep. 24 to Oct. 1, 2005
- Where:**  
Sep. 24 - L.A. to Ventura  
Sep. 25 - Ventura to Buellton  
Sep. 26 - Buellton to Cambria  
Sep. 27 - Cambria to Monterey  
Sep. 28 - Monterey to Palo Alto  
Sep. 29 - Palo Alto to San Rafael  
Sep. 30 - San Rafael to Guerneville to Rohnert Park  
Oct. 1 - Rohnert Park to Sonoma to San Francisco
- Online:** Learn about the ride and donate @ [www.changinggears.org](http://www.changinggears.org)  
Learn about breast cancer and share @ [www.amazonheart.com](http://www.amazonheart.com) & [www.youngsurvival.org](http://www.youngsurvival.org)

### **U.S. Breast Cancer Facts:**

- A woman is diagnosed with breast cancer every 3 minutes.
- 211,240 cases are expected in 2005, and 40,410 will die.
- 1 in 7 women will be diagnosed. Up from 1 in 11 in 1975.
- Approximately 250,000 women under the age of 40 live with or have survived breast cancer.
- It is the leading cause of cancer-related death in women age 15 to 40.
- Young women with breast cancer have greater unmet needs, more unhappiness and more financial stress than older women with the disease.
- Young women with breast cancer experience social isolation because they feel "different" from their peers and are unlikely to know and receive support from peers who are also in their situation.

### **Media Contacts:**

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*Thank you to our sponsors:* Harley-Davidson, Genentech, Wolverine Worldwide & individual rider sponsors.