

## Liv/giant ANNOUNCES AVAIL INSPIRE DESIGN CONTEST WINNER



Liv/giant, the cycling brand dedicated solely to female riders, is pleased to announce that Barbara Greenlee of Bothell, WA is the winner of the Avail Inspire Design Contest, held in conjunction with Young Survival Coalition during October of 2012.

Young Survival Coalition (YSC) is the premier global organization dedicated to the critical issues young women confront in dealing with breast cancer. Liv/giant supports two YSC fundraising rides each year: the three-day YSC Tour de Pink® East Coast bike ride, and the Tour de Pink West Coast event. As part of that effort Liv/giant donates several bikes to breast cancer survivors who ride their first Tour de Pink (TdP) event.

Last year, Barbara was a recipient of a 2012 Avail Inspire through the survivor program. This limited-edition Avail road bike featured graphics designed by fellow breast cancer survivor Emily Gresh. Emily won the first Avail design contest held by YSC and Liv/giant in 2011. She themed her bicycle “Inspire,” and her story and her bike touched the lives of riders around the country. When YSC and Liv/giant held a second contest this past fall encouraging breast cancer survivors to design a new bike for 2013, the decision was made to keep the “Avail Inspire” name. More women, including Barbara, submitted their stories and bike graphics for consideration.

“When we saw Barbara’s design, we were immediately drawn to it,” says Elysa Walk, Giant USA’s General Manager. “She imagined the beauty of cherry blossoms on a white bicycle canvas. It was such a great expression of life and inspiration.”

“Young Survival Coalition really helped me get through treatment,” Barbara says, as she recounts the eight rounds of chemo and 33 radiation treatments that would eventually save her life. “I received the diagnosis at age 40. My doctor said the cancer had likely been growing for about 10 years. YSC had the resources and connections to help me through each obstacle I faced along the way.”

Barbara’s design features cherry blossoms, which have been applied to a Shimano 105-equipped Avail 1. A limited number of 2013 Avail Inspires (ARP/SRP \$1,400) are available at select Liv/giant retailers across the US. Matching cherry blossom-themed accessories including a jersey, water bottle, and socks are also available. Liv/giant donates 10% of the retail price of each item—including bikes—to YSC.



“The inspiration for my design came from riding in TdP, my YSC sisters, and also where I was at in my breast cancer journey,” explains Barbara. “Riding TdP was something that I never would have attempted before cancer. I felt like I had something to prove. YSC helped me do just that. The Japanese cherry blossom is a daily reminder that life is short and sweet, to exist in the present moment, and to celebrate the gift of life.”

In 2013, Barbara will be riding in both YSC Tour de Pink fundraising events. Join her at the 2013 Tour de Pink East Coast ride, which rolls from

Philadelphia to Washington, D.C., September 27-29. Or ride with her in the 2013 Tour de Pink West Coast in Southern California, which starts in Thousand Oaks and ends in South Ponto Beach in Carlsbad, October 18-20.