



LANCE



ARMSTRONG

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## Before the Allegations

- October 2, 1996 ( The Diagnosis)
- 1997- Lance establishes the Lance Armstrong Foundation.
- 2002- Lance is appointed to the President's Cancer Panel
- 2003- LIVESTRONG.org is launched as an online resource for cancer survivors



## Before the Allegations Cont.

- 2004- The LIVESTRONG wristband and Wear Yellow Live Strong campaign begin
- 2006- The Foundation partners with the YMCA of the USA to create LIVESTRONG at the YMCA—free
- 2009- LIVESTRONG Global Cancer Campaign

