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HOOP DREAMS BASKETBALL ACADEMY PARTNERS WITH THE LANCE ARMSTRONG FOUNDATION TO HELP CHILDREN LIVING WITH CANCER

Hoop Dreams Basketball Academy Receives \$20,000 to Support Teaching Successful Life Skills through Athletics

Durham, NC — August 10, 2004 — Hoop Dreams Basketball Academy (Hoop Dreams) received \$20,000 from the Lance Armstrong Foundation (LAF) to help fund basketball skill instruction and personal fitness training for pediatric cancer patients. Hoop Dreams offers small group basketball skill instruction to pediatric patients as a way to boost their physical stamina and self-esteem. Grant funds will be used to increase the scope of the existing basketball program as well as provide support for a new program focusing on personal training and/or group activity sessions.

The LAF Community Program helps people living with cancer in their local communities, builds nationwide camaraderie between organizations and promotes cancer survivorship education and programs.

“This year’s applicants were outstanding,” said Priya Sircar, the public health program manager at the LAF. “We are honored to support this unique and ground-breaking organization with its mission to help people living with cancer.”

LAF grants were awarded in four specific areas: adolescent/young adult issues, physical activity, survivorship education, and palliative and end-of-life-care. Hoop Dream’s program addresses adolescent issues and physical activity by offering high quality, affordable basketball skill instruction in an environment that is medically sound and physically safe for the disease-specific needs of children. Hoop Dreams completed a rigorous application process and its program was reviewed by a committee of LAF staff members, cancer survivors and experts.

This year the LAF provided multi-year grants in an effort to support the longevity and success of partner organizations. The LAF will also host a Community Program Partner Conference on August 13-15, 2004, to provide an opportunity for partners to learn from one another and share ideas.

About Hoop Dreams Basketball Academy

Hoop Dreams Basketball Academy works with chronically ill children of all ages who are struggling with physical limitations and who would like to regain a sense of normalcy in their lives. Through its programs, participants develop life skills such as peer interaction and social skill development, problem solving, independence, self-reliance, conflict resolution, and team building. These skills provide a strong sense of self-worth and serve as a foundation for personal success. For more information, visit www.hoop-dreams.net.

About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) believes that in the battle with cancer, knowledge is power and attitude is everything. From the moment of diagnosis we provide the practical information and tools needed to live strong. The LAF focuses its activities on community survivorship programs, national advocacy initiatives, scientific and clinical research grants, and survivorship education and resources, including Live Strong, the LAF's comprehensive resource for cancer survivors. The LAF was founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and is located in Austin, Texas. For more information, visit www.laf.org and www.livestrong.org.