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**FOR IMMEDIATE RELEASE**

**LIVESTRONG® Fitness to Release Special-Edition Indoor Cycle**  
**Dedicated to the 28 Million People Living with Cancer**  
*Proceeds to benefit LIVESTRONG*

**COTTAGE GROVE, Wis. (November 24, 2010)** – In January, LIVESTRONG® Fitness by Johnson Health Tech will release the LS28IC, a special-edition indoor training cycle honoring the 28 million people living with cancer today (MSRP: \$1699). LIVESTRONG Fitness plans to release a total of 500, individually-numbered cycles. With each purchase, \$1,000 will be donated to LIVESTRONG, the organization founded by cancer survivor and champion cyclist Lance Armstrong, to serve people affected by cancer and empower them to take action.



“This cycle honors those who courageously live with cancer on a daily basis,” said Mike Olson, Executive Vice President of Retail for Johnson Health Tech NA. “We are honored and humbled to support such an important foundation, whose mission is not only to inspire and empower cancer survivors, but to take preventative steps through education and an active lifestyle. We’ve put the same passion and excellence into our line of LIVESTRONG Fitness

equipment, allowing people to take responsibility for their own health and join the fight against a disease that is sometimes preventable.”

**LS28IC Special-Edition Indoor Cycle**

When it comes to looks and performance, the LS28IC is truly stunning. The cycle features an exclusive LIVESTRONG Fitness design package, which includes the famous yellow and black color scheme so widely associated with the LIVESTRONG brand. The cycle also incorporates a number of subtle, yet purposeful design features, including a number “28” badge on the front fork, honoring the 28 million people living with cancer, and seven stars on the seat post to represent Armstrong’s record-breaking seven Tour de France wins. In addition to

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## **ADD ONE: LIVESTRONG® Fitness to Release Limited-Edition Indoor Cycle**

these exclusive design elements, each of the 500 cycles will come with a Certificate of Authenticity indicating its actual production number, and the first 150 cycles sold will come with an autographed picture of Lance Armstrong himself.

“The exclusive look of this special edition indoor cycle is something we’re very proud to offer to all of the LIVESTRONG supporters and enthusiasts out there,” said Olson. “The LIVESTRONG name means so many different things to different people, but it universally symbolizes inspiration for better health and a better life; the LS28IC truly brings that to life.”

Beyond the stunning design, the LS28IC is a premium quality indoor cycle, featuring a heavy-duty steel frame and commercial-grade 40-lb. flywheel for the smoothest, most durable riding motion, as well as wrapped handlebars and dual-sided SPD pedals with toe clips to simulate a true road riding experience.

The LS28IC can be pre-ordered at [LIVESTRONGFitness.com](http://www.LIVESTRONGFitness.com) for January delivery. For more information, visit: <http://www.LIVESTRONGfitness.com/category/livestrong-cycles/>.

### **About Johnson Health Tech North America**

Johnson Health Tech, the fourth largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: Matrix, Vision, AFG, Horizon and LIVESTRONG, **through a partnership with the Lance Armstrong Foundation**. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment.

### **About LIVESTRONG**

Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and based in Austin, Texas, LIVESTRONG fights for the 28 million people around the world living with cancer today. LIVESTRONG connects individuals to the support they need, leverages funding and resources to spur innovation and engages communities and leaders to drive social change. Known for the iconic yellow wristband, LIVESTRONG’s mission is to inspire and empower anyone affected by cancer. For more information about LIVESTRONG, visit [www.LIVESTRONG.org](http://www.LIVESTRONG.org).

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