



FOR IMMEDIATE RELEASE
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Palmetto Peloton Project Teams Up with Amgen's *Breakaway from Cancer*® for Upcoming Stars and Stripes Challenge

Greenville, SC, March 3, 2011 – The Palmetto Peloton Project is proud to announce an exciting collaboration with Amgen and its *Breakaway from Cancer*® initiative to benefit this year's annual fundraiser, The Stars and Stripes Challenge.

Palmetto Peloton Project (P3), a nonprofit organization, produces fun fitness events to benefit cancer research and advocacy. The signature event for P3 is their Stars and Stripes Challenge, a charity ride sandwiched between the USA Cycling Professional Championship's Time Trials and Professional Road Race. The event welcomes riders of all abilities for its sixth annual event over Memorial Day weekend. This year's beneficiaries include the Greenville Hospital System's Institute for Translational Oncology Research and the *Breakaway from Cancer* nonprofit partner organizations.

"*Breakaway from Cancer* was created out of the belief that just as in cycling, where it takes a strong support team to break away from the pack, it also takes a team approach to fight cancer," explained Stuart Arbuckle, vice president and general manager, Amgen Oncology. "We are proud to sponsor the Stars and Stripes Challenge and the many activities taking place at the event to support cancer survivors."

About *Breakaway from Cancer*®

Founded in 2005 by Amgen as a complementary component to the company's title sponsorship of the Amgen Tour of California, *Breakaway from Cancer* is designed to help empower people affected by cancer. *Breakaway from Cancer* supports the services of four nonprofit organizations: Prevent Cancer Foundation, Cancer Support Community (formerly

known as The Wellness Community), Patient Advocate Foundation, and National Coalition for Cancer Survivorship. For more information, please visit www.breakawayfromcancer.com

About Amgen

Amgen discovers, develops, manufactures, and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe, effective medicines from lab to manufacturing plant to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, bone disease, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and vital medicines, visit www.amgen.com.

About Palmetto Peloton Project

Palmetto Peloton Project (P3) was formed in 2005 as a 501c3 organization whose mission is to promote the advancement of cancer research and advocacy efforts locally, regionally and nationally through fund-raising fitness events. The Stars and Stripes Challenge Presented by Amgen will mark P3's sixth year by welcoming cyclists from all over the Southeast during Memorial Day weekend's USA Cycling Professional Championships.

Registration is now open at www.p3ride.org. Registrants may sign on for a reduced fee of \$25 through March 31st, when registration will increase to \$50. All riders are asked to fundraise an additional \$125 for the event and are offered incentives for their efforts to include VIP tickets to some of the professional events.

For more information, or to schedule an interview, please contact Cindy Brothers by phone at (864) 270-8979 or by email at brotherscindy@yahoo.com.

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