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**For Immediate Release**

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**AUSTIN MAYOR TO HONOR SENSE CORP TEXAS 4000 FOR CANCER'S  
REMARKABLE GIFT TO CURE CANCER**

*Texas 4000 presents \$50,000 gift to American Cancer Society*

AUSTIN (Dec. 5, 2007) – This year, the number 4 signifies a magical number for Sense Corp Texas 4000 for Cancer. In its 4th year in existence, the not-for-profit organization has raised a total of \$444,000 for the American Cancer Society, and each year 40 passionate young individuals cycle more than 4,000 miles across the North American Continent to raise money for the fight against cancer.

On Dec. 6, 2007, Austin Mayor Will Wynn will issue a proclamation commemorating their achievements and declaring the day as Texas 4000 Day. Texas 4000 Founder and Executive Director Chris Condit and the Texas 4000 riders also will present a gift of \$50,000 to the American Cancer Society. The presentation will be held at the Austin City Hall Public Plaza, at 9:30 a.m. The Austin City Hall Public Plaza is located at 301 W. Second Street, Austin, Texas 78701.

“In addition to raising funds to fight cancer, the Sense Corp Texas 4000 for Cancer serves as an opportunity for young people to lead the charge on a cause that is important to all of us,” said Condit. “The Texas 4000 riders share a vision of hope, charity and knowledge and are committed to finding a cure for cancer through funding additional research, serving those in need, and making a difference as leaders in the fight against cancer.

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## **AUSTIN MAYOR TO HONOR SENSE CORP.../ADD 1**

Known as the longest annual charity bike ride in the world, the riders depart Austin, Texas each June and travel 70 days by bicycle to Anchorage, Alaska. Throughout their journey they visit cancer centers and hospitals to offer hope, encouragement and hugs to cancer patients of all ages. Additionally, each team member dedicates their daily ride to someone fighting cancer.

“It is absolutely astounding to see these young riders put their bodies and minds to the test and travel more than 4,000 miles each year to draw awareness to cancer,” said Keat Wilkins, CEO Sense Corp, presenting sponsor of Texas 4000. “These young people demonstrate strong character and they are truly excellent role models in their desire to do their part and make a difference.”

This year’s funds received by the American Cancer Society will be earmarked for the new Houston Hope Lodge, a temporary residential facility that provides free accommodations to the families of cancer patients seeking treatment.

“The rider’s commitment to the cross-country journey is a true testament of how Austinites can lead the way in the fight against cancer. These young individuals embody our mission of eliminating cancer by raising funds, educating citizens, advocating for change and serving those in need,” said Chairman of the Board for the American Cancer Society Central Texas region, John Brindley. “Texas 4000 brings hope to those who have been touched by cancer and I’m honored to acknowledge their accomplishments.”

### ***About the Sense Corp Texas 4000 for Cancer***

*The Sense Corp Texas 4000 for Cancer is a not-for-profit organization dedicated to fighting and preventing cancer. Each year a team of young adults brave the elements during a 4,500-mile epic ride across North America. The longest annual charity ride in the world, Texas 4000 serves as a metaphor for the battle against cancer: a difficult journey with a clear goal. Students and young people must apply to be part of the organization and ride, raise funds and learn how to grow as leaders and servants in the community. For more information, visit [www.texas4000.org](http://www.texas4000.org).*

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**AUSTIN MAYOR TO HONOR SENSE CORP.../ADD 2**

***About the American Cancer Society***

*The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service. For general cancer information, call your American Cancer Society at 1-800-ACS-2345 or visit our Web site at [www.cancer.org](http://www.cancer.org).*

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