

RESOLUTION NUMBER R- 294012

ADOPTED ON OCT 23 2000

WHEREAS, October is Breast Cancer Awareness Month in the United States, and breast cancer afflicts more than 185,000 women in the U.S. every year, 44,000 of whom die; and

WHEREAS, in an effort to build awareness about early detection, screening and treatment options and raise funds for breast cancer research, eight women and eight crew members have chosen to participate in the third annual, all-women's, cross-country bicycle ride known as "America's Breast Cancer Ride"; and

WHEREAS, the riders are dedicated women, in their 20s to their 70s, from throughout the United States, who have been touched by breast cancer personally or through relatives and/or friends who have been affected by this disease; and

WHEREAS, this year's ride, dubbed "Women in Motion From Ocean to Ocean," is a 35-day ride that begins on September 25 in Jacksonville and concludes on October 29 in San Diego; and

WHEREAS, at its conclusion the riders will have covered 3,200 miles, or 80 to 110 miles a day, across rugged terrain in unpredictable weather through Florida, Alabama, Mississippi, Louisiana, Texas, New Mexico, Arizona and California; and

WHEREAS, experts state that in America, one woman dies every 12 minutes from breast cancer, meaning one victim will die for each of the 3,200 miles of America's Breast Cancer Ride; and

WHEREAS, in order to participate in America's Breast Cancer Ride, each rider is required to raise \$7,000, and each crew member \$1,500; and

WHEREAS, to date, the ride has raised and donated over \$200,000 for breast cancer research; and

WHEREAS, America's Breast Cancer Ride is produced by Pacific Coast Events Foundation, a 501(c)(3) non-profit organization that identifies and promotes awareness of breast health, and assists in funding and supporting research; and

WHEREAS, this year's ride is sponsored by Marriott Hotels, Picadilly Cafeteria, Whole Foods, Women in Motion, Cassle Communications, ABC Internet, radio station Magic 92.5 in San Diego, Jacksonville.com, U Haul, 94.9 Oldies San Diego, 96.1 WEJZ Jacksonville, Clif/Luna Energy Bars, Pizza Hut, Yakima Bike Rides, Odwalla Juices, Mirassou Wineries, and Guiltless Gourmet; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council does hereby commend the riders and crew members of America's Breast Cancer Ride for their commitment to battle breast cancer as evidenced by their triumphant cross-country bicycle ride of the past thirty-five days.

BE IT FURTHER RESOLVED, that October 29, 2000, be and is hereby proclaimed to be "AMERICA'S BREAST CANCER RIDE DAY" in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett
Stuart H. Swett
Deputy City Attorney

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Or.Dept:Council-Kehoe
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