



The Grand Prix Cycliste de Montréal Leaders' Club: Private session with Lance Armstrong

Montréal, July 30, 2010—As part of its efforts in support of the Cedars Cancer Institute and its beneficiaries, the McGill University Health Centre (MUHC) and Centre hospitalier de l'Université de Montréal (CHUM), the Grand Prix Cycliste ProTour Québec - Montréal is pleased to announce that Lance Armstrong will take part in a pre-race session with members of the Leaders' Club on the morning of the September 12 ProTour race in Montréal. Created in partnership with the Cedars Institute, the Leaders' Club is reserved for 100 people who are looking for an exclusive, exciting way to experience the ProTour event while making a financial contribution to the fight against cancer.

In addition to the private session with Lance Armstrong and famed cycling announcer Phil Liggett, the 100 members of the Leaders' Club will enjoy privileged access to the race itself, including the VIP Village, the ceremonial pre-race toast and the VIP stand at the start/finish line.

Leaders' Club members are guaranteed an exceptional experience in close proximity to the world's top cyclists. Lance Armstrong's entry in the Montréal race has yet to be confirmed, but Canadian racer Ryder Hesjedal, the revelation of this year's Tour de France, will be competing. Other stars from the 2010 Tour de France will be at the starting line, including Quick Step team member Sylvain Chavanel, who won two stages and wore the yellow jersey twice, as well as Pierrick Fédrigo and France's 2010 National Road Race Champion Thomas Voeckler, both of team Bbox Bouygues Telecom, who each won a stage.

The price of Leaders' Club membership is \$2,000, including a receipt for income tax purposes. Information on how to become a member is available at www.protourquebecmontreal.com and www.tourdelance.ca.

About the Grand Prix Cycliste ProTour Québec - Montréal

In 2009, the UCI awarded a pair of licences to present the first-ever North American stops on the ProTour racing circuit. The organization is in charge of planning and presenting the Québec City and Montréal races from 2010 to 2014 inclusively. Please see the www.protourquebecmontreal.com website for full details on these races emblematic of the highest level of international cycling.

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