

TOUR OF **HOPE**™

 Bristol-Myers Squibb



Bristol-Myers Squibb Tour of Hope™
Baltimore to Washington, DC
Fundraising Ride
October 8, 2005

2005 REGISTRATION PACKET

LANCE ARMSTRONG
Cancer Survivor
Tour of France Champion

JOIN THE TOUR. MAKE THE PROMISE. FEEL THE HOPE.

Congratulations and Thank You To Last Year's Top Fundraisers!

2004 TOP FUNDRAISERS



WENDY DIXON — \$18,400

Friend to many who have won and lost battles with cancer.
Coatsville, PA



TAMAR HOWSON — \$17,050

Mother died of a brain tumor.
Ardmore, PA



DAVE WILSON — \$12,200

Friend to many who have won and lost battles with cancer.
McLean, VA

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Thank you for joining the BRISTOL-MYERS SQUIBB TOUR OF HOPE™

Dear Tour of Hope Participant,

Cancer touches the life of nearly everyone. One in two men and one in three women will develop — or are at risk of developing — cancer in their lifetime. As a leading provider of oncology medicines for more than 40 years, Bristol-Myers Squibb is focused on discovering and developing innovative therapies that extend and enhance the lives of people with cancer.



Bristol-Myers Squibb CEO Peter Dolan with Lance Armstrong

Hundreds of potential new treatments are waiting to be studied, yet less than five percent of adult cancer patients currently participate in clinical trials. Clearly there is a tremendous need to raise public awareness about the importance of clinical trials, while at the same time providing useful information on preventing, diagnosing, treating and ultimately beating cancer.

In response to this pressing need, Tour de France champion Lance Armstrong and I are honored to welcome you to the third Bristol-Myers Squibb Tour of Hope.

The Bristol-Myers Squibb Tour of Hope combines Lance's passion for cycling and the commitment he shares with us to speed the search for better cancer treatments.

We thank you for joining us in this vital effort. Enjoy the ride.

Sincerely,

PETER R. DOLAN

Chief Executive Officer

Bristol-Myers Squibb Company

Bristol-Myers Squibb, a leader in oncology, is partnering with the cancer community and Lance Armstrong to help tackle a critical need in the cancer community to raise awareness for cancer research.

Proud Partners of the Bristol-Myers Squibb Tour of Hope:



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MedStar Health and the Lombardi Comprehensive Cancer Center are proud to be the presenting sponsors of the Bristol-Myers Squibb Tour of Hope Baltimore-DC Fundraising Ride.



at Georgetown University



ABOUT THE TOUR OF HOPE™

The Bristol-Myers Squibb Tour of Hope is a nine-day cycling journey across America with Lance Armstrong and a team of 24 cyclists who have a passion for cancer research.

In October 2003 and again in October 2004, Bristol-Myers Squibb Tour of Hope Teams inspired thousands as they cycled around the clock to inform the public about the importance of cancer clinical trials. The Team rode across mountains and over plains, sharing their personal stories and motivating communities along the route to learn more about the benefits of cancer research.

Now, the 2005 Tour of Hope Team will carry the momentum set by their predecessors and continue to share their passion for cancer research. They are survivors, caregivers, advocates, physicians, nurses and researchers who share one mission — to help future generations move closer to the ultimate miracle, a cure.

Going the Distance

The Tour of Hope Team is organized into teams of six that will ride in a relay fashion, 4-5 hours per day for nine days. The Team will depart from San Diego on September 29th, and will be joined by Lance Armstrong at points along the way before arriving at the Finale in Washington, DC on October 8th. As they make their way across the country, the Team will be greeted by major community events in Houston and Atlanta before completing their journey in Washington, DC.



The Ride Facts

- Total mileage for each Team member during the week will be about 800 miles, averaging 18.5 miles per hour.
- The Tour of Hope Team will ride almost 3,300 miles across America in nine days. In comparison, Tour de France 2005 cyclists rode about 2,241 miles in three weeks.
- The daily distance to be completed by each Team member (maximum of 132 miles per day) is equivalent to one stage of the Tour de France.

Get Involved: www.tourofhope.org

- Track the Team across the country
- Send a message of hope
- Cheer Team members along the way
- Make the Promise

Meet the 2005 Bristol-Myers Squibb Tour of Hope™ Team

Team Facts

- The 24 Team members were selected from nearly 1,100 applicants
- Combined years of cycling experience among Team members: 190+
- Types of cancer that Team members and their loved ones have fought: 14
- Health care professionals on Team: 6
- Cancer survivors on Team: 14
- Team members range in age from 28-58 years of age
- Team represents 19 states including: Alabama, Arizona, California, Colorado, Florida, Georgia, Illinois, Indiana, Maryland, Minnesota, New Jersey, Nebraska, Nevada, New York, Ohio, Pennsylvania, Tennessee, Texas and Vermont.



KEITH BELLIZZI, PhD
 Testicular and kidney cancer survivor
 Cancer researcher
 Age 35 – Montgomery Village, MD



MEG BERTÉ
 Hodgkin's disease survivor
 Investor relations manager
 Age 33 – New York, NY



DUKE BROWNING
 Daughter died of leukemia
 Software developer
 Age 40 – Austin, TX



WENDY BURNS
 Three-time breast and melanoma cancer survivor
 Educational tour company account manager
 Age 47 – Deerfield, IL



CAROLINA CASARES, MD
 Aunt died of breast cancer
 Health policy analyst
 Age 44 – Decatur, GA



JAMES GEIGER, MD
 Pediatric surgeon and cancer researcher
 Age 44 – Toledo, OH



BOB GILMORE
 Melanoma cancer survivor
 Restaurant consultant

 Age **57** – Ludlow,VT



JENNIFER HARTLEY, RN
 Oncology Nurse

 Age **46** – Mobile,AL



AHMET KARACAOĞLU
 Mother died of ovarian cancer
 Project manager, global sourcing

 Age **28** – Philadelphia, PA



JOAN KING, PhD, RN
 Breast cancer survivor
 Nursing professor

 Age **54** – Nashville,TN



DORON KOCHAVI, PhD
 Son survived brain cancer
 Financial consultant

 Age **56** – La Canada-Flintridge, CA



MARY KREIS, PhD
 Skin cancer survivor
 College professor and Army Reservist

 Age **35** – Belle Vernon, PA



BECKY LAMPH
 Thyroid cancer survivor; daughter
 survived childhood cancer
 Homemaker

 Age **37** – Las Vegas, NV



ERIC LANNERS
 Rhabdomyosarcoma cancer survivor
 Junior high school science teacher

 Age **32** – Minneapolis, MN



MARGY MACMILLAN, MD
 Pediatric blood and marrow transplant
 physician

 Age **43** – Minneapolis, MN



CHRISTOPHER MILLARD
 Rhabdomyosarcoma cancer survivor
 Fisheries biologist

 Age **39** – Annapolis, MD



MONA PATEL
 Mother battling breast cancer; brother
 died of non-Hodgkin's lymphoma
 Sports attorney

 Age **32** – Santa Barbara, CA



SCOTT PERELSTEIN
 Testicular cancer survivor
 Small business owner

 Age **35** – Flagstaff, AZ



RICHARD SHAFFER
 Esophagus cancer survivor
 Retired director of finance

 Age **58** – Skaneateles, NY



PETER SILBERSTEIN, MD
 Father died of colon cancer
 Physician and researcher

 Age **52** – Bellevue, NE



HARRY SLOCUM, PhD
 Cancer researcher

 Age **58** – Buffalo, NY



JEFFREY TREDUP
 Thyroid cancer survivor
 Research scientist

 Age **40** – Pennington, NJ



STEPHANIE UHL
 Two-time breast cancer survivor
 Software company director

 Age **40** – Denver, CO



TONY WEST
 Wife is three-time breast cancer
 survivor; mother died of cancer
 Machine operator

 Age **36** – Wadesville, IN



RANDY ZISS, PharmD
 Non-Hodgkin's lymphoma survivor
 Pharmacist

 Age **46** – Boca Raton, FL

About the Fundraising Ride

The Bristol-Myers Squibb Tour of Hope™ is more than a bicycle ride. It's a monumental testament to how far we've come in treating cancer, and a reminder of how far we have to go. You can help support cancer research by raising funds and spreading the word to family, friends and coworkers. All of the funds raised during the Tour of Hope will benefit cancer research through the Partner cancer organizations. Since 2003, the Tour of Hope raised \$2 million.



IMPORTANT DATES & TIMES

Packet Pick-Up

(Both 10 & 50-mile)

Friday, October 7

9:00 a.m. – 9:00 p.m.

JW Marriott

1331 Pennsylvania Ave., NW

Washington, DC 20004

Start Locations & Times

(50-mile)

Saturday, October 8

5:00 a.m. Packet Pick-Up

7:00 a.m. Start Time

Howard Community College

10901 Little Patuxent Pkwy

Columbia, MD 21044

(10-mile)

Saturday, October 8

7:00 a.m. Packet Pick-Up

9:00 a.m. Start Time

Glen Echo Park

7300 MacArthur Blvd

Glen Echo, MD 20812

Course Descriptions

50-Mile Ride

The course is moderate to flat on the approach to Glen Echo, where you will merge with the 10-mile riders for the final stage to the Ellipse (Constitution Ave., NW between 15th and 17th Streets). The ride consists of four organized rest stops complete with food, drink, medical services and mechanical services.

10-Mile Ride

The course is a flat ride, which begins at Glen Echo Park on MacArthur Boulevard and takes you along the historic Chesapeake & Ohio Canal, past Georgetown University and to the Ellipse. This ride will merge with the 50-mile riders in Glen Echo and the combined group will finish together at the Ellipse.

50-MILE RIDE TIME LIMIT

You must be able to ride 50 miles in under 3 hours and 45 minutes (or maintain an average speed of 14 mph).

If you are unable to maintain this pace, support vehicles will be available to transport you and your bike to the Ellipse for the Finale.

Regulations and Ride Information

Ride Rules

The Tour of Hope Baltimore – DC Fundraising Ride is NOT a race. All routes follow open roads, and you can expect motor vehicle traffic throughout the course. It is very important to put safety first and to be aware of the riders and vehicles around you.

1. **You must be 18 years or older to participate. Children are not allowed to ride along in bike trailers or in attached bike seats.**
2. Obey all traffic laws and signals at all times.
3. ANSI/SNELL approved helmets are mandatory at all times while on your bike.
4. Share the road — Ride single or double file and stay as far to the right of the road as safely possible. Pass on the left side only.
5. Watch out for yourself and road hazards.
6. Call out road hazards to other cyclists with terms such as “on your left,” “car back,” etc.
7. Do not cross the yellow centerline at any time.
8. Ride in control of your bike at all times. Do not brake suddenly, and maintain a straight line as much as possible.
9. You must stay within the rider safety envelope.



Due to the use of limited access roads in the Washington, DC area, riders who do not meet the minimum time cut as they enter Washington, DC will be shuttled to the finish area.

Ride Transportation and Parking

Pre-Ride Shuttle — The Tour of Hope Baltimore-DC Fundraising Ride will offer shuttles from downtown Washington, DC to the start of the 50-mile ride at Howard Community College in Columbia, MD and the 10-mile ride starting at Glen Echo Park.

Shuttle from JW Marriott/Freedom Plaza to 50-mile start:

- 4:00 a.m. Arrive JW Marriott shuttle area (E Street Entrance)
- 4:30 a.m. Shuttle departures begin
- 5:00 a.m. Final shuttle departs
- 6:00 a.m. Arrive 50-mile start at Howard Community College in Columbia, MD
- 7:00 a.m. Ride begins

Shuttle from JW Marriott to 10-mile start:


- 7:00 a.m. Arrive JW Marriott shuttle area
- 7:30 a.m. Shuttle departs
- 8 a.m. Arrive 10-mile start at Glen Echo Park
- 9 a.m. Ride begins

Post-Ride Shuttle — Since the course is a point-to-point ride, there will be shuttles available at the Ellipse that will transport you and your bike back to your starting point. There will be two shuttle services available at the conclusion of the Tour of Hope Grand Finale.

Return shuttles from The Ellipse will depart from a shuttle pick up tent at the corner of Constitution Ave. and 17th St., NW.

Return shuttles from Ellipse to Glen Echo Park will depart at the same location above: 1 p.m. and 2 p.m.

Return shuttles from the Ellipse to Howard Community College at 12:30 p.m., 1 p.m., 1:30 p.m., 2 p.m., 2:30 p.m.



Parking Information — Paid parking is available at the PMI parking lot at 1325 G Street, NW. The lot is located two blocks from the JW Marriott and is open 24 hours a day. The lot is on G Street, between 13th Street and 14th Street. From the JW Marriott, proceed north on 14th Street for two blocks and turn right on G Street. The lot is located halfway down the block on the left hand side.

Start Line and Course Support

At the 50-mile and 10-mile start lines registration volunteers will be on-site to help you with everything you need to know.

Rest Stop Provisions — Rest stops will be placed approximately every 10 miles. Stops will be stocked with a variety of sweet and salty snacks such as fruit, cookies, crackers, peanut butter and jelly sandwiches, PowerBars® and gels. Cold water and POWERade® will also be available at each stop to keep riders hydrated.

Bike Mechanics — Bike mechanics, provided by Mavic, will be moving along the course and stationed at each rest stop. They will provide basic services and have a limited supply of patches, bike pumps, etc. Please be sure to carry your own supplies to ensure your best ride.

Medical Support — On the route medical support volunteers will be found at each rest stop and on course to provide care as needed. If you feel you require medical attention, please tell any rest stop volunteer so they may get you help as quickly as possible. Medical personnel will provide basic first aid and determine the course of action for more serious injuries. If you fall or are feeling dizzy, it's always best to check in with a medical volunteer even if you think you're okay to ride. Should you need assistance at the Finale, please visit the medical area.

Support and Gear (SAG) Wagons — Support vehicles will be monitoring the course to coordinate mechanical and medical support as needed. SAG vehicles will transport riders who are unable to complete the ride to the finish line or to the next rest stop. In the event that you need transportation, please utilize the SAG support provided. Please note that personal SAG vehicles are not allowed on the course.

Course Signage — Each route will be clearly marked to direct riders. Corner marshals will also be placed at each turn to alert you to turns and hazards.

Safety — Law enforcement officials will be present on all routes to help ensure the safety of all participants and enforce traffic laws for both riders and motor vehicles. Please obey all traffic laws — officers will issue citations to riders who are found in violation of traffic rules.

Fluids — Water, POWERade®, PowerBars® and gels will be available and distributed at the start/finish check-in area as well as at the aid stations along the route.

Photos of the Event — Brightroom Photography will be onsite at the Baltimore-DC Fundraising Ride to capture all the memories of the event. Be sure to wear your competitor number and helmet number so you can be notified via e-mail of any photos taken of you. Photos will be available online at www.brightroom.com within five days.

GRAND FINALE – WASHINGTON, DC

Celebrate the promise of cancer research and welcome Lance Armstrong and the Bristol-Myers Squibb Tour of Hope™ Team to Washington, DC! The Team will complete its cross-country journey on Saturday, October 8 with a rousing ride through the streets of Washington, where thousands will gather to cheer the riders all the way to the Ellipse.

The Finale event on the Ellipse will celebrate the completion of the Team's nine-day, 3,300-mile cycling journey across the country to inspire people to learn more about cancer clinical trials. The Finale will feature free entertainment, family activities and a health fair, including an opportunity to interactively "Ride With Lance" to raise money for cancer research.

WHERE: White House Ellipse, Washington, DC

WHEN: Saturday, October 8, 2005

ACTIVITIES:

9:00 a.m. – 2:00 p.m.

LANCE AND TEAM ARRIVE:

Approximately 12:00 p.m.

Events



Bring the Family

Discovery Health Channel presents *Discovery Family Health Zone*, an interactive exhibit with presentations on preventive care and fitness and nutrition. Test your health IQ with Fitness Trivia and try the hula hoop and jump rope exhibits. Fitness can be fun!

Also, the Washington Area Bicyclist Association hosts an interactive children's activity promoting bike safety and basic riding skills for young children. Bikes and helmets will be provided.



Meet the Tour de France Champions

Stop by and visit with members of the Discovery Channel Pro Cycling Team who helped Lance Armstrong win his seventh Tour de France!



Ride for Research

Climb on one of the stationary bikes at the Ride for Research tent, enjoy a video of Lance training for the Tour de France and learn about Lance's connections to clinical trials while you pedal to raise funds. Bristol-Myers Squibb will donate all funds raised to cancer research through the Tour of Hope Partners.



Meet Members of the 2005 Tour of Hope Team & Alumni

Stop by and visit with members of the 2003 and 2004 Tour of Hope Teams. Following the Finale, members of the 2005 Tour of Hope Team will also be on hand.



Meet Cancer Experts

Tour of Hope Partners and experts from area cancer centers will be available to answer questions and provide information about cancer and cancer clinical trials.



Hope Path

Hundreds of cancer survivors will line the entrance of the Ellipse offering an emotional welcome to the Tour of Hope Team.



Make the Promise

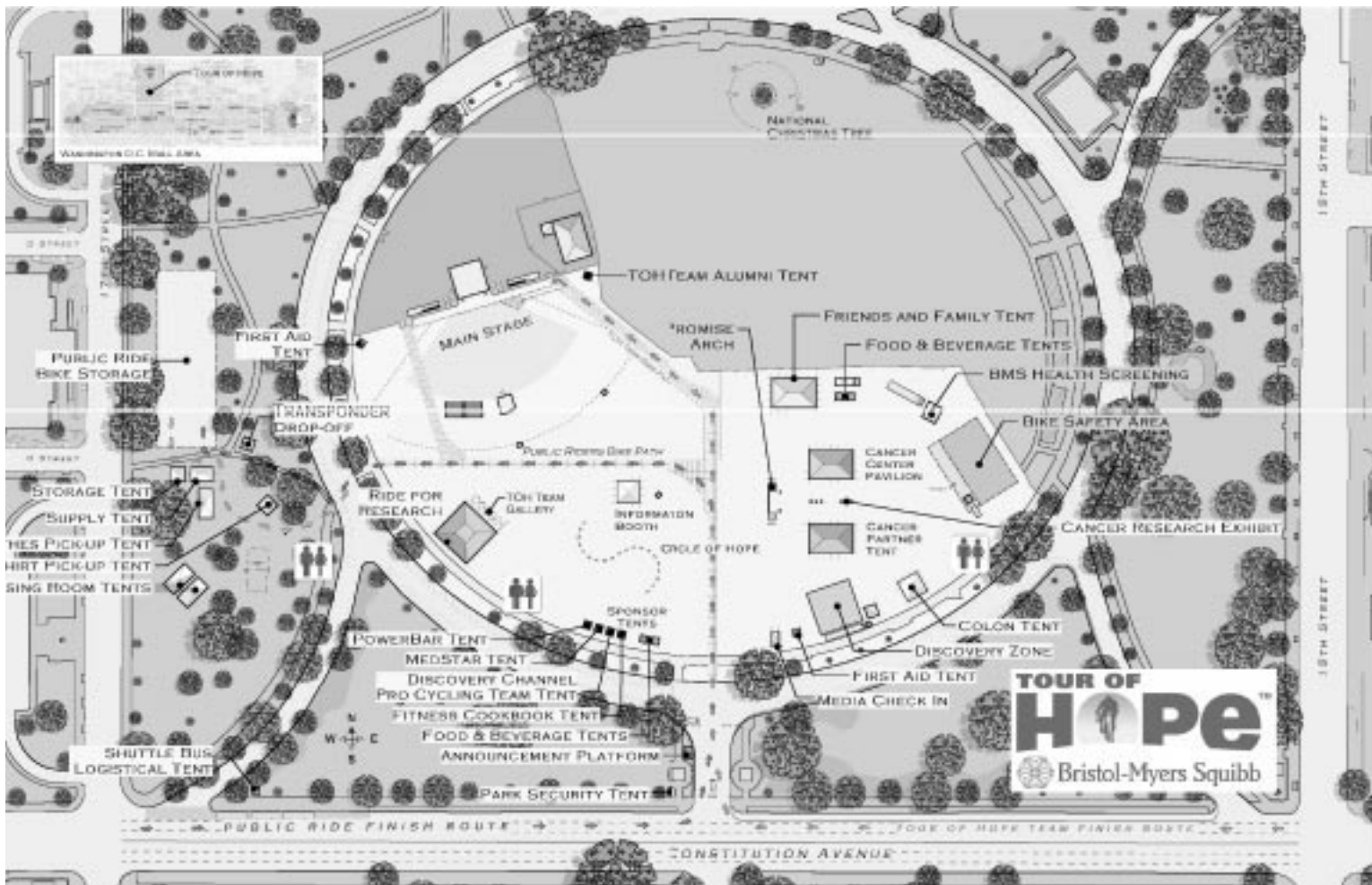
Honor a loved one by making the Promise, a personal commitment to show your support for cancer research.



Hope Is On Its Way!

Don't miss the dramatic arrival of the Tour of Hope Team and Lance Armstrong! Huge screens will broadcast live as the Team rides through Washington, DC toward the Ellipse, their final destination after a nine-day cross-country journey.

Ellipse Site Map



Cancer Research: Our Hope for the Future

Cancer is a disease that touches nearly everyone. More than 1.3 million Americans are diagnosed with cancer each year — 64 percent will survive more than five years after treatment.¹

Advances in cancer treatment that have increased survival rates over the years are made through clinical trials, which test new drugs or different methods of giving old drugs to help doctors better understand how to use the latest therapies. Yet, of those 1.3 million adults annually who receive a cancer diagnosis, fewer than 5 percent take part in a clinical trial.²





Cancer Clinical Trials Myth vs. Reality

Years ago, clinical trials offered a last ray of hope to the sickest cancer patients when conventional treatment failed. Today, clinical trials number in the thousands and some patients with common cancers can even enroll in a research study as a first treatment.³ Unfortunately, patients with cancer and their families do not fully understand clinical trials. Below are some of the most common misperceptions, along with the facts:

→ **MYTH:** Since the treatments are randomly assigned, I might get a placebo, or sugar pill, instead of the new treatment. I will be no better off — and possibly even worse off — if I enroll in a trial.

REALITY: In most cases, patients in clinical trials receive the experimental treatment or the current best standard treatment available so researchers can determine which is more effective. Placebos alone are rarely used in cancer clinical trials.⁴

→ **MYTH:** I'm going to be treated like a guinea pig.

REALITY: Not so. You will receive continuous health care by a medical team specially trained to treat cancer. You will be regularly monitored by a research nurse that is assigned to you. A recent survey of cancer patients found that 97 percent of the respondents said that they received excellent or good quality care, and were treated with dignity and respect.⁵

→ **MYTH:** My insurance won't cover the cost of a clinical trial.

REALITY: Since medical research is regulated and closely evaluated, many insurance providers cover the cost of a clinical trial. In fact, 79 percent of survey respondents who enrolled in cancer clinical trials reported that their costs were covered by their insurance plan.⁶ Many states have passed laws to require that insurers cover the routine expenses of clinical trials. In June 2000, Medicare was directed to cover certain patient care costs associated with Medicare beneficiaries' participation in clinical trials.⁷ Information about what Medicare will cover can be found on the Centers for Medicare & Medicaid (formerly the Health Care Financing Administration) Web site, www.cms.hhs.gov. To find out in advance what costs are likely to be covered, talk to a doctor, nurse, social worker, or your insurance provider.

→ **MYTH:** I can only participate in a trial if I have access to a major medical institution in a city.


REALITY: Clinical trials are conducted at academic centers, hospitals and community oncology practices throughout the country.⁸

Looking for a Clinical Trial?

For information on cancer clinical trials ongoing in the Baltimore/Washington region, visit the MedStar Health clinical trials resource at www.medstarclinicaltrials.org



at Georgetown University



→ **MYTH:** You should only agree to take part in a clinical trial if your cancer is terminal or there are no other treatment options available outside a trial.

REALITY: Some clinical trials are reserved for cancer patients who have exhausted all the treatment options for their disease. But clinical trials of various types are open to patients at all stages of treatment.⁹

→ **MYTH:** If I join a clinical trial, I won't be able to drop out without jeopardizing my treatment.

REALITY: This is not true. You may withdraw from a clinical trial at any time.¹⁰

Additional information about the common misperceptions surrounding cancer clinical trials is available on the Coalition of National Cancer Cooperative Groups Web site, www.cancertrials-help.org.

To obtain a cancer clinical trials information booklet, visit the National Cancer Institute's Web site, www.cancer.gov, and order *Taking Part in Clinical Trials: What Cancer Patients Need To Know*.

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1. Cancer Facts and Figures, ACS. 2005. p. 1
 2. www.cancertrials-help.org
 3. "Taking Part in Clinical Trials," NIH/NCI, p.3.
 4. <http://www.cancertrials-help.org/patientsCaregivers/commonMisconceptions.jsp>
 5. "A Quantitative Survey of Public Attitudes Toward Cancer Clinical Trials," Harris Interactive, Inc., 2000.
 6. Ibid.
 7. www.cancer.gov/clinicaltrials National Cancer Institute
 8. <http://www.seattlecca.org/patientsandfamilies/WhatAreClinicalTrials/MythsFacts.htm>
 9. <http://www.seattlecca.org/patientsandfamilies/WhatAreClinicalTrials/MythsFacts.htm>
 10. <http://www.seattlecca.org/patientsandfamilies/WhatAreClinicalTrials/MythsFacts.htm>

The Tour of Hope would not be possible without the following nine sponsors, who have provided products, financial help and logistical support for the Team as they ride across country:



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