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**RELEASE DATE: IMMEDIATE**

## **EIGHT-YEAR-OLD'S BATTLE WITH CANCER RECOGNIZED BY COMMUNITY OF BIG BEAR ON RACE DAY**

*Cancer Patient Nigel Holland is Honored for His Courage at Opening Ceremonies*

BIG BEAR LAKE, Calif. May 14, 2010 – Eight-year-old Nigel Holland was diagnosed with cancer nearly two years ago. His courage and sheer determination to beat cancer is recognized at this year's Amgen Tour of California Stage 6 finish in Big Bear Lake Friday, May 21. Nigel will ride in a procession on the final stretch of the race course during opening ceremonies as part of the Amgen Tour of California's *Breakaway from Cancer*® national initiative to increase awareness of important resources available to people affected by cancer – from prevention through survivorship.

“Nigel has truly become a beacon of hope for anyone fighting cancer or any other type of illness,” said City of Big Bear Lake Mayor Liz Harris.

Directly following the race is an awards ceremony; Nigel Holland will present the official Amgen *Breakaway from Cancer* Most Courageous Rider jersey for Stage 6. The jersey is awarded to the cyclist who best exemplifies the character of those engaged in the fight against cancer -- courage, sacrifice, inspiration, determination and perseverance.

“Amgen is proud to honor individuals like Nigel, who inspire others in the fight against cancer,” said Kathryn West, director of advocacy at Amgen. “*Breakaway from Cancer* was founded on the knowledge that it takes a team to overcome this disease and the Big Bear community exemplifies the commitment to helping others.”

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## **Eight-Year-Old's Battle with Cancer Recognized**

**2-2-2-2-2**

Opening ceremonies for Amgen Tour of California's Stage 6 finish in Big Bear Lake begin Friday, May 21 at 1 p.m., two hours before the pro cyclists cross the finish line. The location of the ceremonies is at Summit Blvd. near the finish line between Big Bear Blvd. and Snow Summit Mountain Resort. The schedule of events includes a pep rally featuring local presenting sponsor Big Bear Vacations and other local businesses. Miss Big Bear will parade to the finish line, followed by Nigel Holland in a decorated *Breakaway from Cancer* vehicle. Opening Ceremonies close with an exclusive glory ride that gives participants of Tour de Big Bear an opportunity to ride through the finish line. To learn more about the 2010 Amgen Tour of California Stage 6 finish in Big Bear Lake log onto [www.thebigbearclimb.com](http://www.thebigbearclimb.com) or visit [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com).

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### **About the Amgen Tour of California**

*The largest cycling event in America, the 2010 Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG, that challenges the world's top professional cycling teams to compete along a demanding course through the state from May 16-23.*