



## **Be a Superhero and Fight Bone Marrow Cancer at the First Annual Bone Marrow Drive and Bicycle Cruise**

August 19, 2008, Denver, CO- Denver-based international cancer organization, the [Love Hope Strength Foundation](#) (LHS), which recently set a Guinness record for highest music event held on land, is teaming up with DKMS, Oskar Blues Brewing, Jim Beam, Otherside Creative and The Elm Bar in Denver, Colorado to host the *First Annual Bone Marrow Drive and Bicycle Cruise*. All who attend are encouraged to dress in their most outrageous "Superhero" costumes to signify their willingness to join the Love Hope Strength Foundation in the battle against cancer. To participate, registrants are required to do nothing more than get a cheek swab and donate \$25 to the Love Hope Strength Foundation. Those who partake in the comedic escapade will help lead the way towards finding bone marrow matches for the more than 27,000 Americans that go without a donor match each year. Out of the 30,000 in need last year only 3,000 people found a match.

Registration for the event takes place Saturday, August 23rd at 10:00 AM at The Elm on 5001 East Colfax Ave. Following registration, participants will begin their superhero bike cruise to Crestmoor Park (intersection of Cedar and Locust St) where they will battle head to head in competitive lawn games. The day will conclude with a cruise back to the Elm at 2:00 PM where registrants will be treated to costume prizes, drink specials, and the famous Oskar Blues "Beer Can Chicken BBQ".

For more information about the *First Annual Bone Marrow Drive and Bicycle Cruise*, contact Jason Damata at 917-279-8706 [jason\(at\)fabricmedia.net](mailto:jason(at)fabricmedia.net) or call Matt at 303-336-5763 [mattnad21\(at\)yahoo.com](mailto:mattnad21(at)yahoo.com)

### **Mission of LHS:**

The Denver based **Love Hope Strength Foundation (LHSF)** is an international charity with chapters in the US, UK and Australia. The Love Hope Strength Foundation raises funds and awareness for international cancer centers and networks through music-related events and promotions. LHS believes that all people should have the opportunity to be screened and treated for cancer in their country. To accomplish this, LHS supports one cancer center in every country, one concert at a time.