

September 27<sup>th</sup> 2011  
Media Impressions: 40,000

## ROAD BIKE ACTION MAGAZINE

### LATEST NEWS: RIDE CALENDAR: FIVE RIDES FOR GOOD CAUSES

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As LIVESTRONG Day approaches on October 2nd, FRS Healthy Performance, the makers of natural performance beverage products and energy chews, are gearing up to celebrate The LIVESTRONG Foundation and help encourage people to join the fight against cancer. FRS products began with health scientists trying to provide sustained energy for chemotherapy patients and are powered by a patented formula containing Quercetin, green tea catechins and essential vitamins.

Each year, on the anniversary of Lance Armstrong's cancer diagnosis, the LIVESTRONG Foundation asks the world to come together to support cancer awareness—this is known as LIVESTRONG Day. As a partner of LIVESTRONG, FRS joins in the fight for a cause that affects too many.

To honor the work of LIVESTRONG, FRS is asking the question: How does LIVESTRONG inspire you? Through traditional and social media, on-line ads and the support of The Dan Patrick Show, entrants may submit a 200-word essay for a chance to win a trip for two to Austin, TX for the LIVESTRONG Challenge on October 14th-

FRS and The Dan Patrick Show will promote the contest via banner ads and commercials starring Dan Patrick's 'Danettes'. During the week of 9/26, the Danettes will star in vignettes telling viewers how they LIVESTRONG while demonstrating their cycling technique on Johnson Health Tech LIVESTRONG bikes. Starting this week (Sept 19th-Oct 1st), The Dan Patrick Show will direct viewers to go to [www.danpatrick.com](http://www.danpatrick.com) and click on the FRS/LIVESTRONG link to submit their essays or videos. Fans may also go directly to [www.facebook.com/frshealthyenergy](http://www.facebook.com/frshealthyenergy) to enter.