



## Cancer Survivor Joan Lunden Named 2015 Honorary Breakaway From Cancer® Champion And Joins Nationwide Search For Ten Champions In The Fight Against Cancer

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THOUSAND OAKS, Calif., March 26, 2015 /PRNewswire/ -- Amgen (NASDAQ:AMGN) today announced that breast cancer survivor Joan Lunden has been named 2015 Honorary *Breakaway from Cancer*® Champion as part of a nationwide search to identify 10 Champions who have made a positive impact in their community. Nominations are being accepted for cancer survivors, patients, caregivers and advocates who have inspired those affected by cancer for the chance to win a trip to the 2015 Amgen Tour of California and be recognized during the final day of America's largest and most prestigious professional cycling race.

During Lunden's recent battle with cancer she committed herself to educating women about the importance of screening and early detection. Through her advocacy, she inspired others to protect their own health. Lunden opened up to the public about her personal journey with the hopes that she could offer support and inspiration and provide a better understanding of the cancer treatment process. In her role as this year's Honorary *Breakaway from Cancer* Champion, Lunden will help select the 10 Champions who will join her at the finish of the tenth edition of the Amgen Tour of California.

"I am excited to join Amgen's *Breakaway from Cancer* as an Honorary Champion and to help bring awareness to the resources available to those impacted by cancer," said Lunden. "I look forward to honoring and celebrating the Champions at the Amgen Tour of California."

To nominate yourself, a friend or loved one, visit [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com) and submit a short essay about why you or that person is a Champion in the fight against cancer. In 500 words or less, tell a compelling story of how the nominee has gone above and beyond to make a difference in the life of someone impacted by cancer, or how he/she has inspired those touched by cancer. Nominations will be accepted until April 5, 2015.

"Across the country, cancer patients and survivors, as well as their caregivers and supporters, have amazing stories that we want to help recognize and honor," said Raymond C. Jordan, senior vice president of Corporate Affairs at Amgen. "Amgen and our *Breakaway from Cancer* partners, along with our 2015 Honorary Champion Joan Lunden, look forward to celebrating the extraordinary 10 Champions for their efforts during the final weekend of the tenth anniversary of the Amgen Tour of California. Similar to the sport of cycling where it takes a team to achieve success, one person alone can't beat cancer."

Ten people will be named *Breakaway from Cancer* Champions and will be recognized at the 2015 Amgen Tour of California. Each Champion and a guest will be awarded a trip for up to two nights to the Los Angeles area from May 16 - 17, 2015, to attend the Amgen Tour of California Finish in Pasadena. The trip includes round-trip airfare and one-night hotel accommodations.

While at the Amgen Tour of California, Champions will be recognized on stage and given VIP access near the finish line to watch the race. They will also participate in the "Breakaway Mile," a special walk along the race course to honor the millions of cancer survivors worldwide.

The panel of judges, including Joan Lunden and representatives from Amgen, AEG, Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation and the National Coalition for Cancer Survivorship, will review entries on the positive impact nominees have made, as well as overall presentation, passion and appeal of the story.

Among other eligibility requirements, nominees must reside in the United States, be at least 18 years old, and available to travel to Southern California May 16 - 17, 2015. See official rules at [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com) for more details.

### About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

For more information, visit [www.amgen.com](http://www.amgen.com) and follow us on [www.twitter.com/amgen](http://www.twitter.com/amgen).

### About *Breakaway from Cancer*

Amgen is leading the race to dramatically improve people's lives through its national initiative, *Breakaway from Cancer*. Founded in 2005 by Amgen, *Breakaway from Cancer* aims to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. *Breakaway from Cancer* is a collaboration between Amgen and four nonprofit partner organizations: Prevent Cancer Foundation, Cancer Support Community, Patient Advocate Foundation, and National Coalition for Cancer Survivorship. These organizations offer a broad range of support services complementing those provided by a patient's team of healthcare professionals. For more information, please visit [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com) or follow us on [www.twitter.com/breakawaycancer](http://www.twitter.com/breakawaycancer).

### About the Amgen Tour of California

The Amgen Tour of California is a Tour de France-style cycling road race created and presented by AEG that challenges the world's top professional cycling teams to compete along a demanding course that traverses hundreds of miles of California's iconic highways, byways and coastlines each spring. The teams chosen to participate have included Olympic medalists, Tour de France contenders and World Champions. Amgen Tour of California is listed on the international professional cycling calendar (2 HC, meaning "beyond category"), awarding important, world-ranking points to the top finishers. More information is available at [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com).

### About Joan Lunden

As the longest running host ever on early morning television, Joan Lunden was the co-host of *Good Morning America* for nearly two decades. Joan is an award-winning journalist, bestselling author, health and wellness advocate, international speaker, and a mom of seven children. After being diagnosed with breast cancer in June of 2014, Joan made it her mission to educate and inspire others about breast cancer prevention, treatment, and survival through her video blog on [www.JoanLunden.com](http://www.JoanLunden.com) and via her social media. Her website has quickly become a go-to source of information for women, bringing together experts on a myriad of relevant topics for today's woman not limited to breast cancer, but also including health, boomers, caregiving, and family. Her bestselling books include *Joan Lunden's Healthy Cooking*, *Joan Lunden's Healthy Living*, *Wake-Up Calls* and *A Bend in the Road Is Not the End of the Road*. Joan speaks all over the country about her breast cancer journey, health & wellness, inspiration, and success. In October, Joan joined NBC's *TODAY* show as a Special Correspondent for Breast Cancer Awareness Month and the show continues to follow her breast cancer journey on the air.

For more information, visit [www.Joanlunden.com](http://www.Joanlunden.com).

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