



## AMGEN TOUR OF CALIFORNIA JERSEY DESIGN CONTEST WINNER REVEALED

### *Bakersfield's Larry Aronat Creates Artwork and Design of 2014 Amgen Breakaway from Cancer® Most Courageous Rider Jersey*

**LOS ANGELES** (April 10, 2014) – Bakersfield resident Larry Aronat has been selected as the winning designer of the 2014 Amgen *Breakaway from Cancer*® Most Courageous Rider Jersey, announced Kristin Bachochin, executive director of the 2014 **Amgen Tour of California** professional road cycling race and senior vice president of AEG Sports, presenters of the annual international cycling event.

Aronat's winning design will be used to create the jersey which is awarded after each of the race's eight stages to the professional cyclist who that day best exemplifies the character of those engaged in the fight against cancer – courage, sacrifice, inspiration, determination, and perseverance. Earlier this year, AEG and Champion System sponsored a design contest for the 2014 Amgen *Breakaway from Cancer*® Most Courageous Rider Jersey. Aronat's winning artwork prominently features the *Breakaway from Cancer*® logo and colors, as well as lively and vibrant design elements. It was chosen from a pool of submissions and determined by the following criteria: creativity (50 percent), use of colors and elements (25 percent), and choice of theme (25 percent).

Inspired to enter the contest not only because of his passion for cycling, but also because his younger sister is a cancer survivor, Aronat is an architect by profession. Design – in the built environment, graphic design or photography – is of great interest to Aronat. In fact, he designs all the kits for the amateur cycling team Bolthouse Farms, for which he also serves as general manager. In addition, Aronat provides action photography for the team.

“Since 1985, I've been a cycling enthusiast so when the opportunity presented itself to enter the *Breakaway from Cancer*® contest, I was inspired,” said Aronat. “The challenge of entering a competition coupled with my interest in cycling and design aligned well the added incentive that I could honor my sister and her cancer survivorship. I'm really looking forward to the 2014 Amgen Tour, and it will be such an honor to see the jersey that I designed on some of my favorite cyclists.”

The prize package Aronat will receive includes a trip for him and a guest to one stage of the 2014 **Amgen Tour of California**, including round-trip airfare, hotel accommodations, VIP Hospitality passes to the respective stage of the race, an **Amgen Tour of California** merchandise package, and the opportunity to meet the Most Courageous Rider winner of the stage following the awards ceremony.

“Amgen's goal with *Breakaway from Cancer*® is to raise awareness of the resources available for those impacted by cancer – from prevention through survivorship,” said Ray Jordan, senior vice president Corporate Affairs, Amgen. “Amgen is committed to helping those with cancer, and the Most Courageous Rider Jersey contest is another way to reach into the community and connect with those impacted by the disease. We are glad that Larry was inspired by his sister's survivorship. He created a motivating design and we look forward to seeing which cyclists earn this newly designed jersey during the race this May.”

Official jersey supplier Champion System will produce this specially designed jersey.

“Champion System is beyond proud to produce a jersey created for the Most Courageous Rider for the 2014 Amgen Tour of California,” said Scott Kaylin, co-founder and president, Champion System. “To know that this jersey represents a battle fought daily by those with cancer, it brings Champion System great joy to inspire courage. A rider each day is honored with this jersey and with it comes tremendous pride – we are thrilled to be a part of that.”

The **2014 Amgen Tour of California**, May 11-18, will cover more than 740 miles through 12 host cities as the top cyclists in the world compete from Sacramento to Thousand Oaks in front of millions of fans and an international television audience. The race has been America’s biggest showcase of Olympic medalists, Tour de France stage winners and world champions since its inception in 2006.

Fans will be able to purchase the Amgen *Breakaway from Cancer*<sup>®</sup> Most Courageous Rider jersey exclusively at <http://amgentourofcaliforniastore.com/> or at official merchandise locations at the race.

### **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. More information is available at [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com).

### **About *Breakaway from Cancer*<sup>®</sup>**

Amgen is leading the race to dramatically improve people’s lives through its national initiative, *Breakaway from Cancer*<sup>®</sup>. Founded in 2005 by Amgen, *Breakaway from Cancer*<sup>®</sup> aims to increase awareness of important resources available to people affected by cancer – from prevention through survivorship. *Breakaway from Cancer*<sup>®</sup> 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 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 the world’s largest independent biotechnology company, 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 AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, StubHub Center, Sprint Center, The O2, Nokia Theatre L.A. LIVE and Best Buy Theater Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers and the Amgen Tour of California cycling road race; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at [www.aegworldwide.com](http://www.aegworldwide.com).

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