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2007 York Tour de Pink *Rider Biographies*

Mari Holden

Mari Holden of *T-Mobile Women's Team* is a six-time National Champion and 2000 World Time Trial Champion. She also earned a silver medal in the 2000 Olympic Time Trial, becoming the first U.S. Olympic cyclist since 1984 to win a medal in road cycling. Mari is an advocate for the breast cancer community as several members of her family have been diagnosed with the disease, including one family member under the age of 40. She also is an active volunteer for the Breast Cancer Research Foundation. Mari is a member of the Athletic Advisory Committee to the U.S. Olympic Committee, USA Cycling Board of Directors and an Athlete Ambassador for the U.S. Anti-Doping Agency.

Mari currently resides and trains in Colorado Springs, Colo.

Lisa Frank

Lisa Frank, co-director of the 2007 *York Tour de Pink*, is one of the 13 founding members of the Young Survival Coalition (YSC). She currently serves on the YSC Board of Directors and is co-chair of the Board Development Committee. Lisa began riding in multi-day charity cycling events in 1995, raising money for AIDS. She was diagnosed with Stage I breast cancer in 1998 at the age of 36.

After returning to civilian life as a survivor, Lisa set her post-treatment goal to finish the 500-mile, six-day Alaska AIDS Vaccine Ride in August 2000. She achieved her goal and also participated in the 2001 Montreal to Portland (Maine) AIDS Vaccine Ride. Lisa was instrumental in planning the first annual YSC *Tour de Pink* in 2004.

While training for the 2004 *Tour de Pink*, Lisa was diagnosed with Stage II recurrence of her breast cancer and was unable to ride in the 2004 and 2005 *Tour de Pink* rides due to continuing surgery and treatments. After finishing her final treatment in July 2006, she was able to participate in the 2006 *Tour de Pink* and looks forward to riding again this year.

Lisa is a lawyer for ADP, Inc., in Florham Park, N.J. and resides in Red Bank, N.J.

Matt Purdue

Matt Purdue, co-director of the 2007 *York Tour de Pink* and participant in the three previous rides, has been cycling nearly his entire life. Matt created the *York Tour de Pink* with Lisa Frank to celebrate the work of his partner, Randi Rosenberg, then the Young Survival Coalition's volunteer president and board chairman. Following the birth of his daughter, Alexandra Marais, in June 2004, Matt promised to do his part to fight breast cancer in young women in this and future generations.

Currently, he races for Team Setanta in New York and is a member of the Century Road Club Association. Matt works as a senior analyst with Peppercom, a strategic communications firm, and is the author of two adventure travel books and a freelance writer whose articles have appeared in *Bicycling* and *Outside*.

Matt currently resides in Manhattan.

Noel Knecht

Noel Knecht was diagnosed with Stage IIB breast cancer in 2002 at the age of 34. She was treated at the Betty Torricelli Breast Center and the Northern New Jersey Cancer Center at Hackensack University Medical Center, where she underwent a double mastectomy with reconstruction and chemotherapy treatments. Noel credits her family, friends and friends-of-friends who supported her during her battle. Throughout her treatment, Noel sent email updates to family and friends, who forwarded them along to their friends. Soon, she was receiving words of encouragement from people she had never met. This became her support group.

Prior to her first *Tour de Pink* bike ride in 2004, Noel was only an occasional cyclist. She purchased her first road bike in the summer of 2004 and began training for the inaugural *Tour de Pink*. Noel continued to ride in the 2005, 2006 and now 2007 *York Tour de Pink*.

In addition to being a member of the YSC, Noel is actively involved in other cancer organizations. She is currently a Volunteer Legislative ambassador and Reach to Recovery volunteer for the American Cancer Society.

Noel works as a New York regional community representative for Banana Republic and resides in Hoboken, N.J.

Nancy Sauers

Nancy Sauers was diagnosed with breast cancer in 2001 at the age of 35. Following her diagnosis, Nancy became involved with the YSC and was put in touch with other young women dealing the diagnosis, treatment and after-effects of breast cancer.

Nancy is a first-time rider in the *York Tour de Pink* and looks forward to spreading awareness about young women and breast cancer on behalf of the YSC. Her tagline as she prepares for the bike ride is “Girls Just Wanna Wear Pink,” in honor of her two daughters who inspire her every day.

Nancy currently resides in Bucks County, Pa.

Kimberly Baldwin

Kimberly Baldwin is one of the most successful American women cyclists competing at the international level. She was the 2001 United States Cycling Federation (USCF) Elite National Road Race Champion and a three-time USCF elite National Time Trial Champion.

Kimberly is a strong advocate of breast cancer awareness and is proud to join the *York Tour de Pink* for the first time.

Kimberly is married to Chris Baldwin, a professional racer and two-time USCF Men's National Time Trial Champion, and currently resides in Boulder, Colo.

The above biographies represent a handful of the nearly 100 dedicated and inspiring riders participating in the 2007 York Tour de Pink. For more information on participants in your local coverage area, please contact Kristin Zanini at 630.932.9316.

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