



### AMGEN TOUR OF CALIFORNIA REVEALS WINNING T-SHIRT DESIGN

#### *Sequim, Washington's Matthew Fleming Creates Winning Artwork for the 2017 Amgen Breakaway from Cancer® T-Shirt Design Contest*

**LOS ANGELES** (April 18, 2017) – Sequim, Washington resident Matthew Fleming has been selected as the winner of the 2017 Amgen *Breakaway from Cancer*® T-Shirt Design Contest, announced Kristin Klein, Amgen Tour of California president and executive vice president of AEG Sports.

Fleming's winning design was used to create the iconic Amgen Tour of California T-shirt which is on sale now leading to the May race at <https://amgentourofcaliforniastore.com/products/amgen-tour-of-california-breakaway-from-cancer-t-shirt> with proceeds benefiting Amgen's *Breakaway from Cancer*® independent non-profit partners. Fleming's winning artwork prominently features the 2017 host cities with representative sketches such as Tower Bridge in Sacramento and Morro Rock on the Central Coast.

Earlier this year, AEG sponsored a design contest for the 2017 Amgen *Breakaway from Cancer*® T-Shirt. The contest was seeking an Amgen Tour of California inspired design that features the 2017 host cities of the Amgen Tour of California and Amgen *Breakaway from Heart Disease*™ Women's Race empowered with SRAM, as well as a California theme. Fleming's design was chosen from a pool of submissions and determined by the following criteria: creativity (50 percent), incorporation of the 2017 Men's & Women's host cities (25 percent), and State of California theme choice (25 percent).

Fleming became an avid cyclist who began riding when he moved from Wisconsin to California in 2008. He says, "After 28 years of midwest winters it was life-changing, being outside every day and getting loads of exercise. Eventually my rides became longer and longer and I started to challenge myself, exploring all the amazing roads around the Bay Area. I really fell in love with conquering all the tough climbs in the Oakland Hills and Mount Diablo."

Inspired to enter the contest not only because of his passion for cycling, but also because of his love of the Amgen Tour of California, Fleming is now an independent illustrator and graphic designer working from his home studio on the Olympic Peninsula in Washington.

Reflecting on the Amgen Tour of California and this T-shirt design contest, he says, "What I really like about the Amgen Tour is one day you can ride up a mountain to watch the race, and the next day you can hang out at Pismo Beach with a coffee for the start. Even watching the race online, you can tell how beautiful and diverse the course is. For the T-shirt design, I wanted to show that diversity by representing each host city in its simplest form. Then, as I was drawing each city I decided to have them interact with the lettering. I was drawing a mountain with clouds for Ontario, and I thought 'that'd be cool if some of the clouds floated in front of the letters' to meld the whole design together."

The prize package Fleming will receive includes \$1000 cash and a trip for him and a guest to the final stage of the **2017 Amgen Tour of California** in Pasadena on May 20, 2017, including round-trip airfare, hotel accommodations and VIP Hospitality passes.

"Amgen is committed to helping those with cancer and this contest is another way to reach into the community and connect with those impacted by the disease. We look forward to seeing

spectators wearing their T-shirts as the race travels the state this May, and we are thankful for the opportunity to give back to our independent nonprofit partners,” said Ray Jordan, senior vice president Corporate Affairs, Amgen.

The **2017 Amgen Tour of California** May 11-20 will cover more than 800 miles through 14 host cities as the top cyclists in the world compete from South Lake Tahoe to Sacramento (women) and from Sacramento to Pasadena (men) in front of millions of fans and an international television audience. The race is an invitation-only event that regularly attracts the top teams in the world, including some of the sport’s best cyclists: Tour de France competitors, National and World Champions and Olympic medalists.

Fans can purchase the *Breakaway from Cancer*<sup>®</sup> 2017 Design Contest T-shirt exclusively at <https://amgentourofcaliforniastore.com/products/amgen-tour-of-california-breakaway-from-cancer-t-shirt> or at official merchandise locations at the race.

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

Amgen is leading the race to dramatically improve patients’ 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 independent 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. The first-ever U.S. UCI WorldTour course will cover more than 575 miles through 12 Host Cities May 14-20, including Sacramento, Modesto, San Jose, Pismo Beach, Morro Bay, Santa Barbara, Santa Clarita, Ontario, Mt. Baldy, Big Bear Lake, Mountain High and Pasadena.

The Amgen *Breakaway from Heart Disease*<sup>™</sup> Women’s Race empowered with SRAM May 11-14 will visit South Lake Tahoe and Elk Grove before concluding in Sacramento as the men’s race gets underway. More information is available at [amgentourofcalifornia.com](http://amgentourofcalifornia.com).

### **About the Amgen *Breakaway from Heart Disease*<sup>™</sup> Women’s Race empowered with SRAM**

From May 11-14 the Amgen *Breakaway from Heart Disease*<sup>™</sup> Women’s Race empowered with SRAM will visit South Lake Tahoe and Elk Grove before concluding in Sacramento. More information is available at [amgentourofcalifornia.com](http://amgentourofcalifornia.com).

### **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 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 AEG**

Headquartered in Los Angeles, California, AEG is the world's leading sports venue and live entertainment company. With offices on five continents, AEG operates in the following business segments: AEG Facilities, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; AEG Live, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; AEG Real Estate, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and AEG Global Partnerships, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).

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