

NEWS RELEASE

For Immediate Release

Contact: Sara Drapp

Phone: 262-785-4272

Email: Sara.drapp@lls.org

**Darren Campbell of Hayes Bicycle Group Named Corporate Chair
For the Leukemia & Lymphoma Society's Scenic Shore 150 Bike Tour**

Committed to Reaching Million Dollar Goal to Fight Blood Cancers

OCTOBER 10, 2012 – The Wisconsin Chapter of The Leukemia & Lymphoma Society named Darren Campbell Corporate Chair of its 2013 Scenic Shore 150 Bike Tour. This LLS annual two-day, 150 mile bike tour takes place each summer to raise money for cancer research and patient services.

The Scenic Shore 150 Bike Tour takes its riders through some of the most scenic roads in the state. Starting in Mequon, WI and finishing in Sturgeon Bay, WI, riders cycle along Lake Michigan's shoreline and enjoy a volunteer-supported route with rest stops, bicycle support, and other amenities. The 2013 ride will take place on July 20 and 21.

"I am honored and excited to serve as the Corporate Chair for the 2013 Scenic Shore 150 Bike Tour," said Darren. "This is an impressive fundraiser, as well as a fun and well organized ride. Leukemia and Lymphoma have affected so many in our community and the connections among the supporting volunteers, sponsors and riders are amazing. They will be a great group to work with as we target a million dollar fundraising goal in 2013! I'm happy to be a part of it and ready to get started."

The funds raised through corporate and individual contributions help to find cures and better therapies for leukemia, lymphoma, Hodgkin disease and myeloma, and to provide information, education and support for patients and their families.

Darren Campbell is VP, General Manager and part owner at Hayes Bicycle Group. Starting there in 1997 as an engineering intern, Campbell is one of the original members of Hayes, manufacturer of the: Hayes Disc brakes, Manitou suspension, SUNringlé wheels, Answer components and Wheelsmith spokes. A Wisconsin native, Campbell is an outdoorsman, sports enthusiast, husband and proud father of two. Campbell holds a bachelor's degree in mechanical engineering from the Milwaukee School of Engineering and an MBA from UW-Milwaukee.

To find out more about forming a team or participating in the Scenic Shore 150 Bike Tour, contact the Scenic Shore 150 staff at 262-785-4272 or www.scenicshore150.org.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. www.lls.org.