

WE CAN BEAT IT!

An inspirational story “tailored” especially to us cycling women. Because my mother also died of cancer, this touches me. Please read what my new AMBA friend and Alabike website designer Kay Lum has to say. And...imagine this - the jersey also comes in a sleeveless version...!

Thanks, Regi :)

“... Bicycling has done more to emancipate women than anything else in the world. It gives women a feeling of freedom and self-reliance. I stand and rejoice every time I see a woman ride by on a wheel...”

Susan B. Anthony

I recently saw this quote written on a chalkboard on the wall of the women’s bathroom in a restaurant in northern Wisconsin. I liked it enough to take a photo of it. For me and especially now, it’s an appropriate opening to this article.

I’m an avid biker and graphic designer and love designing bicycle jerseys that tell a story. Last summer my sister Lynn was diagnosed with breast cancer. It hit me like a wall. Our mother lost her battle with breast cancer at the age of 58, 19 years ago to the date that I write this.

My two sisters and brother, needless to say, can’t help but talk about this often. When my sister was diagnosed, I felt compelled to do something! Using my creativity to help the cause was what needed to be done. Learning through personal experience, creativity (and biking) has helped me deal with challenges and changes in my life. So I decided to use my inner creative spirit and design a special jersey in honor of my sister and in memory of my mother. I not only wanted to raise money to find a cure, but to also raise awareness of breast cancer and the importance of knowing your risk and early detection (in men as well as in women). It needed to be a jersey that everyone would want to wear and would be empowering to all who wore it and saw it! Rosie the Riveter seemed like the perfect starting point as she is a symbol of strength and fortitude. “Rosie the Biker” was born!

Positive words that focus on life and living to it’s fullest were also very important for me to include.

Hearing the inspiring breast cancer stories from the many wonderful people I met who purchased the jersey, has been fantastic.

So far, \$2300.00 has been raised from the first order of 138 jerseys from 18 states plus Canada! Many jerseys were purchased by men in support of their wives, mothers or girlfriends. I want to continue to sell them as long as I can. It warms my heart to think of all those people wearing the jersey in their hometowns and wherever they travel on their bicycles.

If you are interested in purchasing a jersey, you can email me at kay@kaylumdesign.com, or go to the web site I created: www.bcjersey.absurdudeez.com.

Please tell your other biking friends about this as well. The word cancer only appears once on the jersey... I challenge you to find it.

Happy biking!

Kay Lum

