



Three Riders. Six Weeks. One Mission.

Blue Ridge Cancer Care physician takes cancer care out of the clinic and hits the streets

Roanoke, Va. (Aug. 25, 2011) — When Rob Leonard was diagnosed with Hodgkin's Lymphoma, his life was forever changed. If you ask Leonard, he'll tell you it changed for the better. "I vowed from the beginning of my survival to try to make a difference and give back for the good fortune I have had," said Leonard. Now as a two-time cancer survivor, he serves as an ardent volunteer for cancer causes. He and his wife Pat have helped raise thousands of dollars for cancer research. When Leonard turns 50 this year, he'll celebrate in an unusual way -- by embarking on a cross-country expedition to raise money for cancer research.

Rolling Over Cancer



Together as the Roll Over Cancer team, Rob Leonard, his medical oncologist, [Dr. Lowell Inhorn](#), and friend Maynard Keller, will cycle more than 3,000 miles in six weeks. The notion to ride across the country stemmed from conversations during Leonard's treatment at [Blue Ridge Cancer Care](#) in Roanoke, Va. under Inhorn's care. Both share mutual cycling interests and a commitment to advancing cancer research. "He mentioned to me his desire to ride across the country to celebrate turning 50 and being cancer free," said Inhorn. "We hope our effort is an inspiration to others.

I believe our mission resonates with a broad spectrum of cancer patients, their families and other members of society." The team has a fundraising goal of \$30,000 which will go directly to a non-profit organization that funds cancer research. Departing from San Francisco on Sept. 4, they will ride approximately 81 miles per day until reaching their final destination of Roanoke, Va. "We thought it'd be symbolic and joyful to end at the Blue Ridge Cancer Care cancer center in Roanoke. BRCC's commitment to providing cutting-edge cancer care and access to ground-breaking clinical research makes it the perfect finish line for our trip," said Inhorn.

For more information or to make a donation to the Roll Over Cancer team, please visit the [Blue Ridge Cancer Care](#) website.

About Blue Ridge Cancer Care

Blue Ridge Cancer Care (BRCC) is an independent private practice of 18 physicians specializing in the diagnosis and treatment of cancer and blood disorders. BRCC's nine convenient locations throughout the southwest region of Virginia provide comprehensive and cutting-edge cancer care closer to where patients live. BRCC provides a number of

services and treatments including medical oncology, radiation oncology, hematology, diagnostics, genetic risk assessment and clinical research. BRCC physicians have trained at prestigious medical schools and have developed a model for care that maximizes patient and family convenience. BRCC's team provides the optimal physician and emotional support for cancer patients and their caregivers, realizing that each cancer diagnosis is different and each treatment plan should be too.

Blue Ridge Cancer Care is united in healing with [The US Oncology Network](#), one of the nation's largest community-based cancer treatment and research networks focused on advancing cancer care in America. As an affiliate of The US Oncology Network, BRCC is united with more than 1,000 physicians and 10,000 cancer professionals nationwide. Blue Ridge Cancer Care participates in clinical trials through [US Oncology Research](#), which has helped to develop 43 FDA approved cancer therapies. For more information, visit www.usoncology.com.

Media Contacts:

Claire Crye, The US Oncology Network
(281) 863-6783
Claire.Crye@usoncology.com

Michelle Mire, The US Oncology Network
(281) 863-4961
Michelle.Mire@usoncology.com

Jennifer McDonald, Blue Ridge Cancer Care
(540) 982-0237
Jennifer.McDonald@usoncology.com

###