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FUSION CYCLING TEAM ANNOUNCES NEW SPONSOR ODL, INC. BENEFITING LIVESTRONG

Fusion Cycling Team is pleased to announce a new title sponsor for 2012. ODL, Inc., a company that delivers creative building solutions for where you live and work, will be sponsoring Fusion Cycling Team in connection with its **LIVESTRONG** Campaign. ODL's sponsorship will allow Fusion Cycling Team to race and ride to benefit **LIVESTRONG**.

"Fusion Cycling Team is excited to partner with ODL to tie our cycling activities to raising awareness of the **LIVESTRONG** mission" said Team President Terry Bochenek.

"We are always looking for partners like ODL who share our passion for cycling and the **LIVESTRONG** mission. We appreciate ODL giving us an opportunity to further **LIVESTRONG**'s mission around cancer awareness. We hope that the **LIVESTRONG** connection will help us to attract other mission-oriented sponsors" said Richard Watson, the Chair of Fusion's Marketing Committee and President of Beverlin Manufacturing, one of Fusion's sponsors.

"We are fortunate to have a sponsor like ODL with a passion for cycling and the **LIVESTRONG** mission. In addition to making first-rate products, ODL is helping to build a greener future" said Kim Thomas a Fusion member who has known ODL for years.

ABOUT LIVESTRONG: **LIVESTRONG** serves people affected by cancer and empowers them to take action against this disease that is now the world's leading cause of death. Founded as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand - **LIVESTRONG** and is a leader in the unified global movement on behalf of the 28 million people around the world living with cancer today. For more information, visit: WWW.LIVESTRONG.ORG

OTHER KEY SPONSORS: Atomic Object, Highland Group, Village Bike and Fitness, Miller Johnson, Winchester, Kentwood Office Furniture, Lakeshore Chiropractic, Novus Medical, Beverlin Manufacturing, Great Harvest Bread, Rowster Coffee, Arie Nol, and Ed's Body Shop.

ABOUT FUSION CYCLING TEAM: The official team name for Fusion Cycling Team this year will be Fusion Cycling Team - Benefiting **LIVESTRONG**. Fusion Cycling Team is a USA Cycling licensed team that is based in West Michigan attracting elite members from across the state. Fusion strives to support and help each member take their cycling abilities to a higher level of fitness and competition through group training rides, participating in races, and by providing a network of training experience. Fusion is also committed to promoting the team's generous sponsors through grass roots marketing of our sponsors, including ODL's **LIVESTRONG** Campaign. Learn more about Fusion Cycling Team on Facebook.