



LANCE ARMSTRONG LEADS THE DURANGO-MAZATLAN VAGABOND TOUR

The 220-mile tour celebrates its 15th edition

Mazatlán, México, September 27, 2012.- Leading more than 600 enthusiastic cyclists, the seven-time Tour de France winner Lance Armstrong began last Saturday the 220-mile 15th edition of the Durango-Mazatlan Vagabond Tour. The tour is among the most spectacular in Mexico, with expansive scenic views through the Sierra Madre Mountains, the area where the new Durango-Mazatlan speed highway is being built. The route also offers a close look at the development of this icon of Mexico's modern infrastructure, featuring dozens of tunnels and bridges, including the longest and tallest in Latin America.

Armstrong kicked off the event sharing a resonant message of perseverance and hope. Speaking to an audience of several thousand, he spoke about his achievements and reflected on his battle against cancer, stating that his greatest achievement as a cancer survivor has been the creation of the Livestrong organization, aimed at helping others who are fighting for their lives.

Armstrong, who is on a charity tour in the northwest of Mexico, expressed appreciation regarding the opportunity to lead the world-recognized Durango-Mazatlan Vagabond Tour, which guides cyclists along challenging mountain terrain down to the shores of Mazatlan.

After an overnight stop in Mexiquillo, the group of over one thousand participants, including cyclists, family and companions, reached the colonial towns of Copala and Concordia on Saturday, arriving late in the afternoon at the finish line located at El Camaron Beach, along Mazatlan's Golden Zone.

Mazatlan received the participants – including cyclists from the United States, Spain, Italy, and Mexico – with a traditional welcome, featuring the rhythm of the local band music and colorful festivities. The cyclists had the opportunity to taste the region's renowned gastronomy, as well as to enjoy the relaxing atmosphere of the tourist destination after an intense two-day sport journey.



For more information on Mazatlán, please visit www.gomazatlan.com.

About Mazatlán

Mazatlán is a thriving cultural destination in southwest Mexico known as "the Pearl of the Pacific." Set at the foot of the Sierra Madre Mountains on a peninsula that extends into the Pacific Ocean, Mazatlán is one of the Mexican Riviera's premier resort areas and has become a popular retreat for the national and international community of 440,000 inhabitants. The city is divided into two main areas: Old Mazatlán, or Centro Historico, and the Zona Dorada connected by a 7-mile Malécon along the beach.



For more information or to arrange an interview with a Mazatlán spokesperson, please contact:

Kelsey Garvey
Ogilvy Public Relations
Phone: +1-646-249-7629
kelsey.garvey@ogilvy.com