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STYLE SPORT

Petrol Ribbon Ride4Life 2014

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"Petrol Ribbon Ride4Life 2014" is a unique life-affirming initiative presenting an ambitious road bicycle tour across 6 European countries in order to create awareness for women's cancer, related to lifestyle habits.

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"Petrol Ribbon Ride4Life 2014" is a unique life-affirming initiative presenting an ambitious road bicycle tour across 6 European countries in order to create awareness for women's cancer, related to lifestyle habits.

Due to several campaigns, such as - for example - the broad pink ribbon campaign, breast cancer has already penetrated the collective consciousness to a certain extent. However, other women cancer, including ovarian, cervical and vulvar cancer is considered to be a "taboo disease" and therefore still quite unknown to the public. More than 1.5 million women worldwide are diagnosed with such a disease yearly.



According to the recent data of the World Health Organisation (WHO), about 30% of all cancer cases within industrialised countries are related to life style, especially to inadequate nutrition and a lack of physical exercise. It is believed that overweight and, in particular, adiposity are at least partly responsible for all cases of death related to women's cancer. Physical inactivity leads to 3.2 million cases of death worldwide every year. Furthermore, believe it or not, most obese women are malnourished. At the same time, 34% of all women are considered to be inactive in sports. Only a 30 minutes work-out 3 times a week would lead to a considerably improved physical status and just with adding more green food into the diet would improve nutritional well-being.

Healing is also a question of prevention. Women's cancer are characterised by a healing rate of more than 90%, but only if they are discovered at an early state in order to start the therapy as quickly as possible. Thus the annual consultation of a gynaecologist is essential and the removal of taboos is extremely important! Together it saves lives!

Worldwide more than 530.000 women are diagnosed with cervical cancer every year caused by so called HPV viruses although a prophylactic vaccination against 70% of these viruses already exists.



Monika Stakeliunaite, Rene Laky and Mario Szvetits

[Zoom](#)

Following steps save lives

- 1) Eat healthy
- 2) Be sporty
- 3) See your gynae regularly
- 4) Protect yourself and your kids against HPV

The journey will take the Ride4Life 2014 team from Graz, Austria via Slovenia, Italy, Monaco, France, and Spain to the vibrant island of Ibiza.

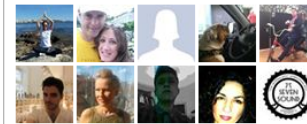
Cycling, as an expression of activity, endurance and motion; and the island of Ibiza symbolizes pure life, joy and passion.

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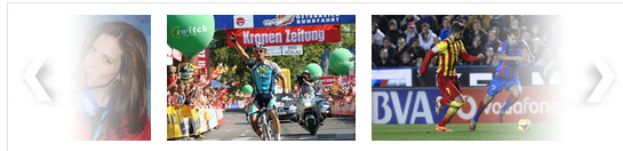
Monaco, France, and Spain to the vibrant island of Ibiza.

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The tour will start on May 22nd 2014 in Graz and will end with a surprise arrival event on June 5th 2014 in Ibiza.

The idea was developed by two childhood friends, Rene Laky and Mario Szevetsits, who dedicated their careers to a healthy lifestyle. Rene is a gynaecological oncologist and former Austrian basketball national team player. Mario is a nutrition scientist. Both can't live without Ibiza since their graduation journey in the early 90ies. The third team member, Monika Stakeliunaite, is the tour support, responsible for multi-media and will take care of the organizational issues and the riders during the whole tour. During summer seasons she enjoys living and working on the island.

Team's goal and philosophy is clear - they present what they live and in this way want to transport the important message about women's cancer, related to lifestyle habits along Europe to the vibrant lively island of Ibiza.



Each stage of the tour, the riders will be virtually accompanied by one of our Ride4Life2014 stars on the Facebook blog www.facebook.com/Ride4Life2014.

Testimonials will comment each stage and present a physical exercise of their choice as well as their favorite healthy recipe.

Ride4Life team wants to motivate their followers to be part of their Facebook blog and post work-out pictures of themselves to generate a sporty Ride4Life 2014 community.

The best and funniest pictures will be awarded.

Local partners include Ibiza Style, KMS, BFit, and many more.

With this activity they would like to set an example and positively influence women to: be sporty, care about a balanced diet, regularly see their gynaecologist, protect themselves and their children against HPV.

