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**The Best of 7 Austin - Seven Austin Restaurants Join Seven-Time Tour de France Winner Lance Armstrong to Help People with Cancer Live Strong**

*The Bitter End, Cool River Café, County Line BBQ, El Arroyo, Texadelphia, Waterloo Ice House and Zen to give proceeds to the Lance Armstrong Foundation*

**Austin, Texas, July 25, 2005** – Seven Austin restaurants join seven-time Tour de France champion Lance Armstrong in support of cancer survivors in The Best of 7 Austin, a two-day food and fundraising event, on August 8 and 9, 2005. Each restaurant will donate a portion of the proceeds from their days of participation to the Lance Armstrong Foundation, to further support the organization's mission to inspire and empower people with cancer to live strong through education, advocacy, public health and research programs.

August 8, 2005 participating restaurants and locations include: Cool River Café, County Line BBQ (Lake location), El Arroyo (5th Street and Far West locations), Texadelphia (all Austin locations), Waterloo Ice House (360 location), and Zen (Guadalupe location). August 9, 2005 participating restaurants include: Cool River Café, County Line BBQ (Hill location), El Arroyo (5th Street and Far West locations), Texadelphia (all Austin locations), and Zen (Congress location).

"Through The Best of 7 Austin event, I am proud to support the Peloton Project's collective goal of raising \$7 million for the LAF," said Amy Payton, event coordinator. "Together with these seven distinguished Austin restaurants and the Austin community, we are helping people with cancer live strong."

**About The Best of 7 Austin** – The Best of 7 Austin is a two-day, food and fundraising event, championed by seven Austin restaurants with proceeds to benefit the Lance Armstrong Foundation. Participating restaurants include: The Bitter End, Cool River Café, County Line BBQ, El Arroyo, Texadelphia, Waterloo Ice House and Zen. For more information, go to [www.bestof7austin.com](http://www.bestof7austin.com).

**About the Lance Armstrong Foundation and the Peloton Project**

The Lance Armstrong Foundation (LAF) believes that in your battle with cancer, unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis we provide the practical information and tools you need to live strong. We serve our mission through public health, advocacy, research and education, including the LIVESTRONG™ Resource for Cancer Survivors. The LAF was founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and is located in Austin, Texas. The Peloton Project, started in 1998 by cyclists in support of Lance Armstrong, is the Foundation's grassroots fundraising and outreach initiative that brings together a diverse group of volunteers dedicated to helping people with cancer live strong. For more information about the LAF or the Peloton Project, visit [www.livestrong.org](http://www.livestrong.org).

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