

Contact:
Jamille Ruebsahm, Executive Director
Office: 512.329.1908
Mobile: 214.207.1040
jamille@texas4000.org



**THE SENSE CORP TEXAS 4000 FOR CANCER BOARD OF DIRECTORS
WELCOMES NEW MEMBERS**

*Lee Cooke, Allison Esenkova, John Jordan, and Jenifer Sarver
join the Texas 4000 Board of Directors*

AUSTIN, TEXAS (April 8, 2010) — Texas 4000 for Cancer today announced the addition of four new members to the Texas 4000 Board of Directors. Lee Cooke, Allison Esenkova, John Jordan and Jenifer Sarver will join existing board members as preparations continue for this year's ride.

The newest additions have all served Texas 4000 in previous roles, from sponsorship to volunteering time and resources to the charity. The Board is proud to welcome these four dedicated members of the Texas 4000 family.

Texas 4000 for Cancer started seven years ago when one man, Chris Condit, sought a way to convey a message of hope, knowledge and charity to those with cancer. A cancer survivor himself, Condit decided to embark on an epic bike journey from Texas to Alaska. Since then, more than 250 riders have completed the trek raising more than \$1.5 million for cancer research.

The newest members join Chairman Jimmy Schatte, Chris Condit, Mercedes Frost, Michelle Hagens, Matt Harting, Ben Koplín, Megan Lueders, Ryan Ruebsahm and Texas 4000 Executive Director, Jamille Ruebsahm in their passionate support and service to Texas 4000 in the fight against cancer.

To learn more about the incredible people that make up the Sense Corp Texas 4000 team, to make a donation or read the riders' blogs, visit www.texas4000.org.

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About the Board Members:

Lee Cooke served as Austin's 47th Mayor and has dedicated much of his life to public service. Over the past two decades he has served on seven publicly traded corporate boards. He is proud to have served as the past chair of the Texas 4000 Tribute Committee.

Allison Esenkova is a partner with Sense Corp, a management and technology consulting firm. She previously chaired the Sense Corp Texas Shootout benefitting Texas 4000 in Houston for the past two years. Allison is a long-time supporter and volunteer of Texas 4000.

John Jordan is the president of BusinessSuites, LP, which owns and operates executive suites in four states. BusinessSuites is a loyal sponsor of Texas 4000 and provides marketing and communication support, and office space for the organization.

Jenifer Sarver is a manager with the public relations firm Burson-Marsteller. Jenifer recently returned to Austin after having served with the Bush Administration, most recently as the Deputy Director of Public Affairs at the U.S. Department of Commerce. She previously served on the Texas 4000 Tribute Committee for the past two years.

About Texas 4000Ffor Cancer

Presenting the longest annual charity bike ride in the world, Texas 4000 for Cancer is a not-for-profit organization dedicated to preventing and fighting cancer. Each year a team of dedicated students brave the elements to complete a 4,687-mile bicycle journey beginning in Austin, Texas and finishing in Anchorage, Alaska to share Hope, Knowledge, and Charity. The Texas 4000 riders train, raise funds, and develop as leaders and servants in the community. The organization is also supported by teams of volunteers that plan and host other fundraising events including the Texas 4000 Tribute gala and the ATLAS Ride send off. For more information, visit www.texas4000.org.

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