

**TOUR de  
GEORGIA**

Presented by  at&t

## **PRESSRELEASE**

**"North America's Premier  
Professional Cycling Event and  
Rolling Festival"**

**April 21-27, 2008**

**Over 600 miles in one week**

**2.8 million spectators in five  
years**

**15 of the best national and  
international teams**

**4,000 volunteers each year**

**\$27 million in direct economic  
impact in 2007**

**B E N E F I T I N G**



**Media Contacts:**

Brant Rawls (Aflac Cancer Center  
(Health and Wellness)  
Children's Healthcare of Atlanta  
of Atlanta  
404-785-7577  
[brant.rawls@choa.org](mailto:brant.rawls@choa.org)

Brian Katzowitz  
Children's Healthcare  
of Atlanta  
404-785-7571

[brian.katzowitz@choa.org](mailto:brian.katzowitz@choa.org)

### **Tour de Georgia and Children's Healthcare of Atlanta Collaborate for the Health and Wellness of Children Across the State of Georgia**

*The Aflac Cancer Center and Blood Disorders Service of  
Children's Announces Key Fundraising Components  
During Pro Bicycle Event*

ATLANTA (April 8, 2008) – Children's Healthcare of Atlanta is pleased to announce a significant collaboration with North America's premier, professional cycling event to include a rolling festival of community activities in April. All fundraising activities with the Tour de Georgia presented by AT&T will raise money for pediatric cancer and blood disorders research through the Aflac Cancer Center and Blood Disorders Service of Children's. Fundraising activities will begin on April 19; the Tour will take place April 21-27.

As Children's seeks to promote better health and wellness for Georgia's youth, the not-for-profit organization has teamed up with the Tour de Georgia's Health and Wellness Expo at each finish line Host Venue including: Savannah, Augusta, Gainesville, Braselton (Road Atlanta), Dahlonega, Brasstown Bald Mountain/Towns Co. and Atlanta. In addition, fundraising

events for the Aflac Cancer Center will be held throughout the Tour. These efforts highlight Children's and the Tour's commitment to enhancing the lives of children across the entire state of Georgia.

"Children's is thrilled and honored to work with the Tour de Georgia to improve young lives on two fronts – bettering the health and wellness of Georgia's future generations and working toward a cure for childhood cancer and blood disorders," said Eugene A. Hayes III, president of the Children's Healthcare of Atlanta Foundation. "We hope communities

across the state will join us in support of these incredible athletes and this monumental health initiative.”

The Health and Wellness Expo will seek to provide a fun environment where parents and children can learn important information on healthy lifestyles and injury prevention. Children’s experts will provide parents materials and resources on a variety of topics such as bike helmet safety, physical activity tips and lunchbox nutrition. Children can enjoy interactive education through “get fit” sessions and goal setting challenges.

In addition to Children’s involvement with the Health and Wellness Expo, the Aflac Cancer Center of Children’s will have three signature fundraising events within the Tour de Georgia presented by AT&T:

- **Toast of the Tour**

On the Waterfront – Savannah International Trade & Convention Center  
Saturday, April 19  
6 p.m. – 9 p.m.

Join us in welcoming the Tour de Georgia to Savannah and throughout the state. No tux, no tie – just good southern food. All 15 professional cycling teams competing in the Tour de Georgia will be introduced with a silent auction, catered hors d’oeuvres, drinks, live entertainment, fireworks and special guests. Tickets are \$250 per person/\$2000 per table. To purchase tickets or for more information please visit [www.choa.org/tourdegeorgia](http://www.choa.org/tourdegeorgia) or contact Lora Hawk at 404.405.1748.

- **Ride for Research – Advancing the Fight Against Cancer**

Chatham County (Savannah Area)  
Sunday, April 20  
10 a.m.

Join recreational and former professional cyclists at Ride for Research to support the search for a cure for pediatric cancer. Recreational cyclists from all over the Southeast who have raised enough donations will ride parts of Stage 1 of the Tour de Georgia. Ride details include: a loop starting and finishing at West Chatham Middle School in Pooler as they ride through some of southeastern Georgia’s beautiful terrain in the Savannah area. Presented by AT&T, this event directly benefits the Aflac Cancer Center and the Georgia Cancer Coalition. For more information please visit [www.choa.org/tourdegeorgia](http://www.choa.org/tourdegeorgia) or call Paul Wood at 843-886-9365 to register.

- **Tour de Kids 5K Run/Walk presented by AT&T**

Centennial Olympic Park – Atlanta  
Sunday, April 27  
8:30 a.m.

The Tour de Kids 5K Run/Walk gives participants a unique experience along the finishing circuit of the Tour de Georgia - while giving back to the community. This 5K run/walk begins in Centennial Olympic Park on Peachtree Street then back – highlighting downtown Atlanta. Adult entries are \$20.00, children \$15.00 (16 and younger), family of 4 (2 adults/2 children) \$55.00 and \$15.00 for each additional child. To register or for more information, please contact Jessica Kilgallen at 404-785-7376 or click [here](#).



Children’s Healthcare of Atlanta treats children from every county in Georgia and is a proud partner in the 2008 Tour de Georgia presented by AT&T. All proceeds benefiting the

Aflac Cancer Center of Children's will be earmarked for research to fight childhood cancer and blood disorders.

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**About Children's Healthcare of Atlanta:**

*Children's Healthcare of Atlanta, one of the leading pediatric healthcare systems in the country, is a not-for-profit organization that benefits from the generous philanthropic and volunteer support of our community. Operating three hospitals with more than half a million patient visits annually, Children's is recognized for excellence in cancer, cardiac, neonatal, orthopaedic and transplant services, as well as many other pediatric specialties. To learn more about Children's Healthcare of Atlanta, visit [www.choa.org](http://www.choa.org) or call 404-250-KIDS.*

**About the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta**

*The Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta is a national leader among childhood cancer, hematology, and blood and marrow transplant programs, serving infants to young adults. Recognized as one of the top five pediatric cancer centers in the country by Child magazine, the Aflac Cancer Center treats more than 325 new cancer patients each year and follows more than 2,000 patients with sickle cell disease, hemophilia and other blood disorders. The Aflac Cancer Center is one of many programs at Children's committed to enhancing the lives of children through excellence in patient care, research and education. Children's, one of the top three pediatric healthcare systems in the country, is a not-for-profit organization that benefits from the generous philanthropic and volunteer support of our community. Visit [www.aflaccancercenter.org](http://www.aflaccancercenter.org) or call 404-250-KIDS for more information.*

**About the Tour de Georgia presented by AT&T**

*The Tour de Georgia presented by AT&T is North America's premier, professional cycling event and rolling festival of community activities. The Tour was first held in 2003 and has become a spring tradition with a varying route of over 600 miles of racing. Over 2.8 million spectators have traveled to Georgia to watch the event in the past five years, and direct economic impact has totaled over \$148 million. The event is sanctioned by the Union Cycliste Internationale (2.HC ranking), and is part of the USA Cycling Professional Tour USA Cycling, Inc., making the event one of the top stage races for elite athletes around the world. The Tour de Georgia is operated by the Tour de Georgia Foundation and managed by Medalist Sports ([www.medalistsports.com](http://www.medalistsports.com)). Route maps, host venue information, merchandise offerings and sponsor news are available at the official website, [www.tourdegeorgia.com](http://www.tourdegeorgia.com).*

This message was sent from Medalist Sports, PO Box 415, Tyrone, GA 30290.

Medalist Sports is licensed by the Tour de Georgia Foundation (501c3) to operate the Tour de Georgia presented by AT&T. The official Tour website is [www.tourdegeorgia.com](http://www.tourdegeorgia.com).

The Tour de Georgia presented by AT&T, America's Premier Professional Cycling Event and Rolling Festival, will be held for a sixth season this spring, April 21 to 27, 2008.

