

**TOUR de  
GEORGIA**

Presented by  **at&t**

**PRESSRELEASE**

## **HELICOPTER RIDES, LIMITED-EDITION LITESPEED BICYCLES AND VIP HOSPITALITY TAKE GEORGIA RACE EXPERIENCE TO A NEW LEVEL**

***Hospitality Packages Now Available for  
Tour de Georgia presented by AT&T***

FOR IMMEDIATE RELEASE

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**Atlanta, Ga. (February 13, 2008)** - For the first time, multiple levels of customized and limited availability hospitality packages will be offered at the April professional cycling event, Tour de Georgia presented by AT&T. A new Peloton Club was launched today, offering sports fans special amenities as well as rare behind-the-scenes access to the race and athletes. Some of the offerings include a race-day helicopter ride, tickets to an official team dinner and a Tour de Georgia presented by AT&T Litespeed limited-edition bicycle.

The Peloton Club provides hospitality packages at a variety of price points, with each level offering an exclusive setting to enjoy daily cycling action at the start and finish lines. Peloton Club members will receive admission to the VIP Hospitality Area where they will enjoy premium food and beverages, closed-circuit television viewing of live racing, and access to Autograph Alley (start lines) or to the awards ceremonies (finish lines). All Peloton Club offerings are listed at the event website, <http://www.tourdegeorgia.com/hospitality-options.html>.

For the ultimate Tour experience, the Yellow Jersey package (one available) is offered for someone who wants that one-of-a-kind access. For \$25,000, a Yellow Jersey Peloton Club member will enjoy a helicopter ride from Blairsville, Ga. to Brasstown Bald Mountain for Stage Six of the Tour to witness the signature mountain stage from the same view as the Tour's television crew! This special package also provides five autographed jerseys – one from each overall winner in each category, AT&T Overall Leader, King of the Mountain, Sprint, Best Young Rider and Most Aggressive Rider. The Yellow Jersey member also receives a Litespeed limited-edition Tour de Georgia presented by AT&T bicycle (retail \$4,200), six tickets to an official Tour de Georgia team dinner, six tickets for other special race events, and two nights accommodations at a TWELVE Centennial Park luxury hotel in Atlanta for the final weekend.

"It's very exciting to offer a new affinity program like the Peloton Club this year. Not only can we provide more behind-the-scenes experiences for our fans, but we can also raise funds to help support the AFLAC Cancer Center of Children's Healthcare of Atlanta. It is a win-win program for 2008, and

one that we hope will provide enriching experiences to our serious race fans all year long," said Elizabeth Dewberry, executive director of the Tour de Georgia presented by AT&T.

The King of the Mountain (KOM) Level has a limited number of packages available at \$10,000 each. Members will receive an autographed jersey from each overall stage jersey winner and an official Tour de Georgia presented by AT&T Litespeed limited-edition bicycle. KOM Level members will also ride in one of the VIP vehicles for one lap of the Stage Seven circuit race in downtown Atlanta, Ga., four tickets to select race events and two tickets to an official Tour team dinner.

Three other Peloton Club options, the Sprint Jersey Level (\$5,000 contribution), Best Young Rider Level (\$1,500 contribution), and Most Aggressive Rider Level (\$500 contribution) have also been created for 2008. Sprint Level members will receive an autographed jersey from each overall stage jersey winner and four tickets to the VIP Hospitality area at Stage Seven in downtown Atlanta on April 27. They will also receive four tickets to the VIP Hospitality area for two other stages of the Tour (Stages 1-4). Best Young Rider Level members will receive two tickets to the VIP Hospitality area for Atlanta and two other stages (Stages 1-4). Most Aggressive Rider Level members will only receive one ticket to the VIP Hospitality area in Atlanta.

All members of the Peloton Club, at the Most Aggressive Rider Level and higher, will receive two months of professional training services from Pedal Hard, owned by former pro cyclist Kevin Livingston, and a Tour de Georgia presented by AT&T gift bag filled with limited-edition merchandise. Livingston is a six-time Tour de France rider and U.S. National Champion. His company, Pedal Hard, provides custom training for Peloton Club member to help them reach personal goals and a higher level of fitness.

For individual Peloton Club tickets, a Patron Level is available, with pricing ranging from \$100-200 per person. Tickets can be used as a full-day pass, and are good for admission to both the start and finish of one stage. For Stages 1-4 on Monday through Thursday (April 21-24), tickets are \$100 each; for Stages 5-6 on Friday and Saturday (April 25-26) tickets are priced at \$150 each; and for Stage 7 on Sunday (April 27) tickets are priced at \$200 each.

Patron Level tickets can be purchased online using credit cards by going to the Race Info section of the Tour de Georgia website (<http://www.tourdegeorgia.com/hospitality-options.html>). For more information on the jersey level packages, please contact Wes Cooksey at 770-631-1239, [wes.cooksey@tourdegeorgia.com](mailto:wes.cooksey@tourdegeorgia.com) or Lora Hawk at 404-364-4589, [lora.hawk@tourdegeorgia.com](mailto:lora.hawk@tourdegeorgia.com).

#### **2008 TOUR DE GEORGIA HOST VENUES**

**Stage 1: Monday, April 21** – Tybee Island, Ga. to Savannah, Ga.

**Stage 2: Tuesday, April 22** – Statesboro, Ga. to Augusta, Ga.

**Stage 3: Wednesday, April 23** – Washington, Ga. to Gainesville, Ga.

**Stage 4: Thursday, April 24** – Road Atlanta/Braselton, Ga. (Team Time Trial)

**Stage 5: Friday, April 25** – Suwanee/Gwinnett Co., Ga. to Dahlonega., Ga.

**Stage 6: Saturday, April 26** – Blairsville/Union Co., Ga. to Brasstown Bald Mtn/Towns County, Ga.

**Stage 7: Sunday, April 27** – Atlanta, Ga. (Circuit Race)

#### **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 close to 660 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 official beneficiary is the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta. 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 owned and operated by the Tour de Georgia Foundation (501 c3) and managed by Medalist Sports ([www.medalistsports.com](http://www.medalistsports.com)). Route maps, host venue information, merchandise offerings and sponsor news is available at the official website, [www.tourdegeorgia.com](http://www.tourdegeorgia.com).

#### **ABOUT AT&T**

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#### **ABOUT THE AFLAC CANCER CENTER AND BLOOD DISORDERS SERVICE OF CHILDREN'S**

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 <http://www.aflaccancercenter.org> or call 404-250-KIDS for more information.

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