



## GEORGIA STATE PATROL PROVIDES KEY SUPPORT FOR AMERICA'S PREMIER, PROFESSIONAL CYCLING EVENT

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**ATLANTA, Ga. (April 18, 2008)** – Unlike many other sporting events, the Tour de Georgia presented by AT&T is not staged in one particular venue. Instead, the Tour de Georgia is produced throughout the entire state, and the event comes to YOU with no admission fee needed. It requires partners like the Georgia State Patrol (GSP) to make the route safe.

In order to ensure that spectators, volunteers, support staff and the athletes themselves are treated to a premier event that is both safe and exciting, the staff behind the scenes of the Tour de Georgia begins planning the following year's event days after the finishing sprint in April. Medalist Sports, a sports marketing agency based in Tyrone, Georgia, has been licensed to operate the Tour de Georgia, from selecting the Host Cities of the Tour, planning the route for the professionals and creating the infrastructure from start to finish each and every day for the premier cycling event in North America.



Thanks in large part to both the Georgia State Patrol (GSP) and the Georgia Department of Transportation (DOT), the Tour de Georgia is known for having the one of the safest and most secure racing environments in professional cycling.

"The Tour de Georgia has been a phenomenal showcase for the sport of cycling," said Sean Petty, Chief of Staff of USA Cycling. "The venues and crowds were magnificent and the state and local police provided one of the safest courses I have ever seen."

Long before the start of the actual event the GSP meets with the Georgia DOT and representatives from various police agencies including officers from the railroad and U.S. Forest service to go over the route. Once the route has been identified, it is up to the officers to keep the roads safe for travel. While the GSP is busy reviewing the route with Medalist Sports planners, the Georgia DOT begins to make a list of any upcoming construction projects that could affect the route. Communications and coordination is the key to success between these state agencies, and the local organizations who partner with them to make these roads some of the safest in the world.

In 2003, the Georgia State Patrol was first approached by the Tour to help coordinate and plan the race. At that time the GSP had almost no experience in professional cycling and considered this to be an arduous task. Now the GSP involves close to 250 of its troopers to coordinate the 600 miles of racing, and the agency is sought by other states for their expertise with professional bicycle racing. They have provided consultation to the California Highway Patrol for its Amgen Tour of California as well as to members of the Colorado, Missouri and Washington State Highway Patrol. Lt David Cody of the Georgia State Patrol said "It's an honor to be a part of something that has such a far reaching impact for the betterment and safety of the sport". This is just one example of the diverse opportunities that await someone interested in a career with our department.

New for 2008 the GSP will have an interactive display in the Health & Wellness Expo, which is free to the general public at each Finish Line Host Venue. The Health and Wellness Expo provides a fun environment where parents and children can learn important information on healthy lifestyles, injury prevention and general wellness. The GSP will not only use this platform to provide safety presentations each day, but also publicize career opportunities for the organization.

**Health & Wellness Expo for 2008 Tour de Georgia presented by AT&T**

Date	Race Stage	Host	Hours
Monday 4/21	STAGE 1	Savannah	10:30 AM - 2:30 PM
Tuesday 4/22	STAGE 2	Augusta	1:30 - 5:30 PM
Wednesday 4/23	STAGE 3	Gainesville	1:00 - 5:00 PM
Thursday 4/24	STAGE 4	Road Atlanta	12:00 - 5:00 PM
Friday 4/25	STAGE 5	Dahlonega	1:00 - 5:00 PM
Saturday 4/26	STAGE 6	Brasstown Bald Mtn/Towns Co.	11:00 AM- 3:30 PM
Sunday 4/27	STAGE 7	Atlanta	12:00 - 5:00 PM

**ABOUT AT&T**

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**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 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 are available at the official website, [www.tourdegeorgia.com](http://www.tourdegeorgia.com).

**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 [www.aflaccancercenter.org](http://www.aflaccancercenter.org) or call 404-250-KIDS for more information.

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