



## FACT SHEET EVENT OVERVIEW



Presented by  at&t

- WHAT:** The **Tour de Georgia presented by AT&T** is America's premier, professional cycling event and rolling festival of community activities. It is held annually for one full week in April, covering 600 miles across the state. The Tour de Georgia, founded in 2003 by the Georgia Department of Economic Development, is officially sanctioned by USA Cycling and Union Cycliste Internationale (2. Hors Classe stage race). It is owned and operated by the Tour de Georgia Foundation (501 c3), and managed by Medalist Sports.
- WHEN:** The sixth edition of the Tour de Georgia presented by AT&T was held **April 21-27, 2008**.
- WHERE:** The 2008 Tour de Georgia featured 12 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)
- WHY:** The Tour de Georgia presented by AT&T is committed to annually produce a world-class, professional cycling event, showcasing the State of Georgia, delivering excitement to spectators, providing positive impact to host partners and marketing value to corporate sponsors.
- BENEFICIARY:** The Tour benefits the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta, and the Georgia Cancer Coalition.
- COMPETITORS:** A total of 15 teams competed in 2008, with eight professional cyclists on each team. A total of 26 different countries are represented by these 120 elite athletes. Champions include Kanstantin Sivtsov (Belarus) of Team High Road in 2008, Janez Brajkovic (Slovenia) of Discovery Channel Pro Cycling team in 2007, Floyd Landis (USA) of Phonak Hearing Systems in 2006, Tom Danielson (USA) of the Discovery Channel in 2005, Lance Armstrong (USA) of the U.S. Postal Service Pro Cycling team in 2004 and Chris Horner (USA) of Team Saturn in 2003.
- IMPACT:** Over 400,000 spectators watched the Tour in person in 2008. Since 2003, over 3.2 million spectators have helped generate \$186 million in direct economic impact to the state.
- VOLUNTEERS:** Close to 4,000 volunteers are utilized for the full week of the event. In 2008, volunteers represented 35 states.
- INFORMATION:** The event is free for all spectators. The official website is [www.tourdegeorgia.com](http://www.tourdegeorgia.com). Email questions can be directed to [eventinfo@tourdegeorgia.com](mailto:eventinfo@tourdegeorgia.com).