



*Atlanta to host the Grand Finale of the 2008 Tour de Georgia
presented by AT&T*
Event to Benefit Children's Healthcare of Atlanta

Press Release



Council Communications
City Hall
55 Trinity Ave. SW
Atlanta, Ga 30303

Contact: Dexter Chambers, City Council Communications Director
404-330-6309/404-392-0159
dchambers@atlantaga.gov

Date: April 9, 2008



From left to right: Sylvia Anderson, President AT&T Georgia; Bibby King, Program Director of Georgia Cancer Coalition; Lt Gov Casey Cagle; Atlanta City Council President Lisa Borders; Eugene Hayes, President of Children's Healthcare of Atlanta Foundation; Mayor Shirley Franklin. All are shown behind a limited-edition Litespeed bike, the official bicycle of the 2008 Tour de Georgia presented by AT&T.

ATLANTA – Atlanta will play host to the final leg of the 2008 Tour de Georgia presented by AT&T.

Mayor Shirley Franklin and City Council President Lisa Borders were joined Tuesday by Lt. Governor Casey Cagle, Tour de Georgia Event Director Chris Aronhalt, AT&T Georgia President Sylvia Anderson, President of Children's Healthcare of Atlanta Foundation Eugene Hayes and other dignitaries in announcing the race, in its sixth season, and other special activities that will take place on Sunday, April 27.

The 2008 Tour de Georgia will benefit the Aflac Cancer Center and Blood Disorders Service of Children's Healthcare of Atlanta, and will offer a Ride for Research charity bike ride in Savannah on April 20 to benefit the Georgia Cancer Coalition.

"I am proud to be part of this event for the third consecutive year," said Borders, who will be involved with the Start Line ceremonies for Stage 7 at this year's race. "This event will bring international attention as well as

some of the world's greatest cyclists to Atlanta. It will also benefit the many programs at Children's Healthcare of Atlanta and the Aflac Cancer Center."

More than 80,000 spectators are anticipated for the final stage, race officials estimate.

"Atlanta is the perfect destination for the Grand Finale to this incredible week of competition among the world's best professional cyclists. Not only is it exciting to just be a spectator in Atlanta for Stage 7, but there are plenty of other activities for the entire family all day, from the Tour de Kids 5K/walk to the Health and Wellness Expo," Aronhalt added.

The Tour will operate as a seven-day event from Monday, April 21 to Sunday, April 27. There are 7 stages with 600 miles of racing over 7 days and 12 Host Venues. The start/finish area for Stage 7 will be located at Centennial Olympic Park, and the race circuit will make 10 laps (6.27 miles per lap) of downtown Atlanta on that final Sunday.

"The economic benefits of the Tour de Georgia are astounding," Borders said. Since 2003 the Tour de Georgia has generated direct economic impact to the Georgia economy that has totaled over \$148 million.

Other activities in Atlanta for April 27 at Centennial Olympic Park and Stage 7 will include:

8:30 a.m., Tour de Kids 5K Run/Walk presented by AT&T. Event to benefit Aflac Cancer Center. Registration \$20 advance, \$25 day of event. Information at www.choa.org/tourdekids.

11:30 a.m., Autograph Alley/Rider Sign-in opens.

12 noon – Start Ceremonies – Special, surprise guest to perform National Anthem

12:00 – 5:00 p.m., Health & Wellness Expo; free. Family-friendly activities, local vendors, food and beverage, big screen with live race action



Volunteers are needed. For more information on how to volunteer visit www.tourdegeorgia.com

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 600 miles of racing. Over 2.8 million spectators have traveled to Georgia to watch the event in the past five years. 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.

Route maps, host venue information, merchandise offerings and sponsor news are available at the official website, www.tourdegeorgia.com

###

ABOUT AT&T

AT&T Inc. is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access, and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of its three-screen integration strategy, AT&T is expanding its TV entertainment offerings. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at www.att.com (c) 2007 AT&T Knowledge Ventures. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Knowledge Ventures. For more information, please review this announcement in the AT&T newsroom at www.att.com/newsroom.

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 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). Route maps, host venue information, merchandise offerings and sponsor news are available for the 2008 event at the official website, www.tourdegeorgia.com.

ABOUT USA CYCLING

Recognized by the U.S. Olympic Committee and the Union Cycliste Internationale, USA Cycling promotes American cycling through its 60,000 members and 2,500 annual events. USA Cycling associations include the BMX Association (BMX), National Off-Road Bicycle Association (mountain bike), U.S. Cycling Federation (road/track), the National Collegiate Cycling Association and the U.S. Professional Racing Organization professional men's road). USA Cycling is the license holder for the USA Cycling Professional Individual Time Trial Championships and USA Cycling Professional Road Race Championships. For more information visit www.usacycling.org, or contact USA Cycling Director of Communications, Andy Lee at 719-866-4867.

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 or call 404-250-KIDS for more information.

###