



EMORY HEALTHCARE MARKS FOURTH YEAR AS OFFICIAL MEDICAL PROVIDER OF TOUR DE GEORGIA PRESENTED BY AT&T

FOR IMMEDIATE RELEASE

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ATLANTA, Ga. (April 9, 2008) – For the fourth year in a row, the Tour de Georgia presented by AT&T will receive medical support from a dedicated Emory Healthcare medical team. Emory Healthcare’s Departments of Emergency Medicine and Sports Medicine are comprised of world-class physicians, nurses, and athletic trainers who will provide health care services to athletes and staff.

The team will provide staffing and supplies for all medical needs, including the coordination of local EMS agencies and medical facilities at all host cities along the route. This year’s crew is headed by Dr. Ian Greenwald (Emory Emergency Medicine) and Certified Athletic Trainer Forest Pecha (Emory Sports Medicine) who have both been with the Tour for four years now.

“This is an epic race filled with world-class athletes. We bring combined world-class resources and talent of Emory Healthcare out to the race course. It is our pleasure to again play a part in this premier international event that highlights the state of Georgia,” said Ian Greenwald M.D. FACEP, team medical director and assistant professor of Emergency Medicine, Emory University School of Medicine.

This year’s medical team is again staffed by physicians, nurses and athletic trainers who understand the complex needs of athletes, as well as the immediate needs of emergency situations. “Our goal is quite simply to keep the athletes healthy and safely competing. Athletes of this caliber require specialized care that is a major focus of our everyday operations at the Emory Sports Medicine Center. For the week of the Tour, we just happen to take our show on the road,” said Forest Pecha, clinical coordinator and director of athletic training services.

Medical staff members will wear special apparel with Emory branding to inform cyclists and spectators of the medical support available when needed. Emory will also have a medical “suite” at each host city hotel for cyclists to receive special medical attention during non-racing hours. Emory, through its flight program (Emory Flight), also will coordinate air medical responses for emergency health situations.

Medical Team Leaders:

Ian Greenwald MD, FACEP - Dr. Greenwald is a board-certified emergency physician practicing in Atlanta, Georgia. He is an assistant professor in the Department of Emergency Medicine at Emory University. Dr. Greenwald serves as the Medical Director for Rural Metro Ambulance/North Georgia Operations as well as

the City of Sandy Springs, Milton and Johns Creek Fire/Rescue Departments. He is a faculty member in Emory's Section of Pre-Hospital and Disaster Medicine. Dr. Greenwald has been a commissioned officer in the United States Army since 1999. He has served as an Emergency Physician in both forward and rear positions during Operations Enduring Freedom and Iraqi Freedom, and continues to serve as reservist through the 3297th US Army Hospital out of Atlanta. Dr. Greenwald will be the Medical Coordinator for the 2008 Tour de Georgia presented by AT&T.

Forrest Pecha MS, ATC, CSCS, OTC - Mr. Pecha is director of Athletic Training Services and clinical coordinator for the Emory Sports Medicine Clinic. A certified athletic trainer (ATC), Mr. Pecha not only helps prevent injuries from happening during physical activity, he helps rehabilitate athletes after injuries occur. After earning his Master's degree and working at the Steadman-Hawkins Sports Medicine Clinic, in Vail, Colorado, Mr. Pecha was named the head ATC for the U.S. Men's Alpine Ski Team, including the 2002 Olympic Games in Salt Lake City, Utah. He is a member of the medical team for the 2008 Tour.

ABOUT EMORY HEALTHCARE

With more than 10,000 employees and 1,700 hospital beds, Emory Healthcare is the largest, most comprehensive health care system in Georgia. The system includes Emory University Hospital, Emory Crawford Long Hospital, Emory University Hospital Northlake, Wesley Woods Center, The Emory Clinic, Emory-Children's Center, the jointly owned Emory-Adventist Hospital, and EHCA, a limited liability company created in collaboration with Hospital Corporation of America.

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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 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.

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