



**GEORGIA ASSOCIATION OF EDUCATORS
JOINS TOUR DE GEORGIA**
Educational Booklet a Hit with Elementary School Students

FOR IMMEDIATE RELEASE

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ATLANTA, Ga. (April 16, 2008) – The Georgia Association of Educators (GAE) announces a new community partnership with the 2008 Tour de Georgia, presented by AT&T. The Tour will take place April 21-27 across seven different stages, 12 cities, and 600 miles.

The Tour's educational Youth Activity Book, sponsored by Blue Cross/Blue Shield, will help Georgia students understand the importance of health, wellness, and bike safety. This *free* resource is designed by Aucutt Design, publisher of the popular "Mike and the Bike" picture/audio with original music, and the Stoneridge Group based in Buford, GA. During the month of April, 20,000 booklets will be distributed to elementary schools close to the 12 Host Venues. The activity book uses the sport of cycling to illustrate lesson plans for children related to nutrition and exercise, as well as math, history and geography and is to be used in grades three through six.



"This partnership gives us access to amazing health and safety resources for Georgia students," says Marcus Downs, GAE's director of government relations. "These resources will be shared with our 40,000-plus members across the state who will in turn spread the word to students and parents. With GAE's help, the message of good health and smart bike safety will travel the state throughout the year."

The Youth Activity Book is available to download at the Tour de Georgia website in the "Cycling 101" section. http://tourdegeorgia.s3.amazonaws.com/public/2008educationbooklet/2008_tour_de_georgia_activity-book.pdf

The Georgia Association of Educators exists to support, protect, and strengthen those who nurture Georgia's children. To find out more about GAE, please visit www.gae.org.

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, 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 is available at the official website, www.tourdegeorgia.com.

ABOUT THE GEORGIA ASSOCIATION OF EDUCATORS

The Georgia Association of Educators (GAE) is a professional organization for public education professionals. GAE exists to support, protect, and strengthen those who nurture Georgia's children. For us, standing up for education means standing up for public educators. **For more information, go to www.gae.org**

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