



ELEMENTARY SCHOOL STUDENTS ACROSS GEORGIA HAVE ACCESS TO YOUTH ACTIVITY BOOK FROM TOUR DE GEORGIA

FOR IMMEDIATE RELEASE

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ATLANTA, Ga. (April 18, 2008) – During the month of April, 20,000 Youth Activity Booklets will be distributed to elementary schools across Georgia, thanks to organizers of the Tour de Georgia presented by AT&T. These full-color, 32-page booklets, provided by the Tour and Blue Cross Blue Shield of Georgia (BCBSGa), were delivered over the past two weeks to schools that are located in the 12 communities which will be hosting the cycling event April 21-27, 2008. And all children can now download the electronic version of the booklet for free at www.tourdegeorgia.com (in Cycling 101 Section).



Shown here is Star Bridges, the leader of the United Community Bank Cycling Team, handing out Booklets to 4th grade student at Union County Elementary School in Blairsville. Also shown are Principal Troy Collins and Star racing in the hallway to promote fitness for the children.



The Youth Activity Book of the Tour was designed by Aucutt Design, publisher of the popular “Mike and the Bike” picture/audio book with original music, and the Stoneridge Group, based in Buford, Ga. The Tour de Georgia/BCBSGa activity booklet uses the sport of cycling to illustrate lesson plans for children related to nutrition and exercise, as well as math, history and geography. Additional health and wellness information is included in this year’s booklet, and features characters by HealthMPowers – an organization funded in part by the BCBSGa Foundation that increases health education opportunities for middle schools throughout Georgia. Emphasizing its initiative to fight childhood obesity and improve the health of children across Georgia, BCBSGa provided health and wellness content that is specific to children in grades three through six.

In addition, the Georgia Association of Educators has partnered with the Tour and provided a link to the electronic booklet on its website for all teachers and parents across the state.

The communities receiving printed booklets for the 2008 Tour de Georgia presented by AT&T are: Atlanta, Augusta, Blairsville, Braselton, Dahlonega, Gainesville, Savannah, Statesboro, Suwanee, Tybee Island, Towns County and Washington.

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.

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