

# **MEDIA ALERT—Amgen Tour of California/Stage 5 Time Trial in Solvang**

For Immediate Release: February 20, 2008

**PUBLIC INFO:** [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com) and [www.tourofcalifornia-solvang.com](http://www.tourofcalifornia-solvang.com) or 805-588-5942

## **TIMELINE/ACTIVITIES IN SOLVANG on FRIDAY, FEBRUARY 22, 2008**

**10:30am-4:00pm FREE LIFESTYLE FESTIVAL** Copenhagen Drive & Second Street & Solvang Park. Public Welcome! Free health and fitness tests; exhibit booths, info and items from *Tour* sponsors; opportunities to purchase race merchandise; Kid's Zone; BMX stunt riders; bicycle safety booth, free local area info; Damon Castillo Band performance plus live-action race viewing on **Festival Big Screen TV**

### **STARTING LINE STAGE (Mission Drive & First Street, Solvang Park, Public Welcome)**

**11:00am** "Race of Truth" Amateur Time Trial Start Ceremonies; remarks by local dignitaries and event sponsor Kathy Brown/Kalyra Women's Cycling Team; national anthem sung by Solvang School students.

**11:15am** "Race of Truth" Amateur Time Trial Fundraiser—28 non-pro riders from around the country test their skills on the same course as the pros. (\$1,000 entry fee). Proceeds benefit the Solvang Local Organizing Committee to help defray costs of hosting the Tour.

**11:45am** Starting Line Ceremonies/Welcome to Solvang by Four Generations Danish-American Citizens; followed by Mayor Linda Jackson, City Manager Brad Vidro; Local Organizing Committee Co-Chairs Carol Petersen & Max Hanberg; Tracy Farhad, Solvang Conference & Visitors Bureau Executive Director; Linda Johansen, President, Solvang Chamber of Commerce. Rider Intros & Father Michael Mahoney, Blessing of Riders; American Legion Color Guard; National Anthem Singer: Charyl Benton.

**Noon** Starting Gun—first rider out (last ranked rider goes first, then riders every 60 seconds)

**2:10pm**—estimated start of last rider (top ranked cyclist of race as of 2/21/08)

### **FINISH LINE STAGE (Copenhagen Drive & First Street, Public Welcome)**

**12:35pm**—estimated time of first rider to finish

**2:50pm**—estimated time last rider to finish

**3:00-3:30pm**—estimated time for Finish Ceremonies featuring Santa Barbara County 3<sup>rd</sup> District Supervisor Brooks Firestone; City of Solvang Mayor Linda Jackson and Council members Skytt, Boyle, Richardson and Palmer. LOC Co-Chairs Carol Petersen and Max Hanberg and Tracy Farhad, Solvang Conference & Visitors Bureau.

- Presentation of Santa Ynez Valley Student Essay Contest Winner with bike & helmet from Dr. J's Bicycle Shop in Solvang. (\$350 value)
- Presentation of Amateur "Race of Truth" First, Second and Third Place Winners
- Awards Ceremony Presenters--3<sup>rd</sup> Place Presenter: Prudential Realty rep Mike Brady; 2<sup>nd</sup> Place Presenter: Clarks rep Max Hanberg; 1<sup>st</sup> Place ATOC Sponsor presentation PLUS unique gift from City of Solvang by Mayor Linda Jackson of original sculpture by renowned local artist John Cody

**6:00-Midnight SOLVANG STAGE FIVE CELEBRATION GALA** at Royal Scandinavian Inn, 400 Alisal Road, Solvang. Wine reception by Andrew Murray Vineyards; Gourmet 3-course dinner; Meet Special VIP Guests Dave Shields, author of *The Tour* and Bob Roll, *Tour Announcer*; silent auction, dancing, raffles. \$100 per person, very limited availability at the door.

**ATOC MEDIA ROOM** Open to credentialed media only. 9:00am-6:00pm; Veterans Building, 1745 Mission Drive, Legions Hall in the back, enter on side. Refreshments, restrooms, info, phones, Wi-Fi, FAX, copier.

**PRESS CONFERENCE** 20 minutes after Finish Ceremonies at Veterans Building Main Hall.

**LOCAL MEDIA CONTACTS ON-SITE:** Laura Kath, Media Co-Chair, *Amgen Tour of California* Local Organizing Committee, 805-570-4540 and Tracy Farhad, Media/Ceremonies Co-chair, 805-245-0851