



**FOR IMMEDIATE RELEASE**

## **2010 AMGEN TOUR OF CALIFORNIA HOST CITIES AND TOP COMPETITORS ANNOUNCED VIA TWITTER**

*San Jose Again to Play Host to Best Field of Riders Assembled on American Soil*

*May Timing Allows Route Changes and New Host Cities for Eight-Day Stage Race*

**SAN JOSE, CALIF.** (October 22, 2009) – San Jose will be a host city on Wed., May 19, 2010 for the record-setting **Amgen Tour of California** professional cycling road race. The announcement was made this morning via a Twitter exchange that took place shortly before 9 a.m. PT between Gov. Arnold Schwarzenegger and some of America's most accomplished cyclists, including Lance Armstrong, Levi Leipheimer, Dave Zabriskie and George Hincapie. This marked the first time an event of this stature has ever been announced via Twitter.

Along with the overall announcement of the race, the cyclists also revealed their intentions to participate in the fifth-annual event, considered to be America's most important and prestigious cycling race.

The **2010 Amgen Tour of California** will travel to 16 host cities throughout the state over the course of eight days from May 16-23. After four years of being positioned in February, the date change will allow the Tour de France-style road race to visit locations that wouldn't have been possible in February, including the very first mountain-top finish in race history.

“San Jose is honored to host the Amgen Tour of California for the fifth year in a row—every year since the event’s inception,” said San Jose Mayor Chuck Reed. “This world-class cycling race builds on San Jose’s rich cycling history and the terrific Amgen Tour of California stages produced by San Jose since 2006. As a city that encourages cycling as an alternative form of transportation, the Tour raises awareness about the environmental and health benefits of cycling,” said Reed.

The **Amgen Tour of California** will cover more than 750 miles of beautiful California terrain, beginning with the first ever visit to Nevada City, Calif., which will also be celebrating the 50<sup>th</sup> anniversary of the Nevada City Classic, in which many notable riders got their start. The eight-day race will travel through some of the state’s most scenic landmarks, with the overall finish taking place in title-sponsor Amgen’s hometown community of Thousand Oaks.

The 16 official stage start and finish locations that have been selected for the 2010 race include: Nevada City (new city for 2010), Sacramento, Davis, Santa Rosa, San Francisco, Santa Cruz, San Jose, Modesto, Visalia, Bakersfield (new city for 2010), Pasadena, Big Bear Lake (new city for 2010), Los Angeles (new city for 2009) and Thousand Oaks/Westlake Village (new city for 2010)/Agoura Hills (new city for 2010).

“For the **2010 Amgen Tour of California** we had the unique opportunity to move our race to a part of the year when we are almost guaranteed great weather in California,” said Andrew Messick, president of AEG Sports. “This timing will help us to better showcase the beautiful features the state of California has to offer, while allowing us to travel to parts of the state that just weren’t feasible in previous years.”

Highlights of the route brought on by the date change and new host cities include the race's first venture into the Sierras and the Sequoia National Forest, creating a new backdrop for America's largest cycling event. Another exciting addition to the 2010 race, the first-ever mountaintop finish in Big Bear Lake, will give fans the opportunity to see each and every cyclist in a grueling battle to the Stage 6 finish line.

For the first time in the race's storied five-year history the route will travel through the city of Los Angeles. Stage 7, the individual time trial, a significant stage in the race, will take place in the heart of downtown Los Angeles. The stage will both begin and end at L.A. LIVE, the new sports and entertainment district that is home to STAPLES Center, Nokia Theatre L.A. LIVE and much more.

Beginning with the inaugural year in 2006, the **Amgen Tour of California** quickly became the most successful race in the United States with regards to economic benefits to the state, global recognition and the level of competition. The race also continues to set records in attendance for a single sporting event in the state of California, as well as any cycling event ever held on U.S. soil, with an estimated 2 million spectators in 2009.

"Choosing the host cities for the **Amgen Tour of California** gets more and more difficult every year, as interest in the race continues to grow throughout the state," continued Messick. "We are fortunate to have visited some of the best cities in the state during the last four years and the list keeps growing with the addition of four brand new cities in 2010."

With the timing of the **2010 Amgen Tour of California** moved to later in the year, giving the cyclists even more time to train, the competition will be even tougher. In previous years, the race has drawn some of the world's most

renowned and respected riders, such as top Tour de France competitors, World Champions and Olympic medalists that include Lance Armstrong, Tom Boonen, Oscar Freire, Paolo Bettini, Fabian Cancellara, Carlos Sastre, George Hincapie, Mark Cavendish and Andy Schleck.

After the 2009 **Amgen Tour of California**, three-time defending champion and Santa Rosa resident Levi Leipheimer went on to compete in the Tour de France, but unfortunately suffered a crash during Stage 12 that took him out of the race. After a few weeks of recovery time, Leipheimer, who recently announced that he will race during the 2010 season for Lance Armstrong's newly formed Team RadioShack, returned to take sixth place in the Tour of Missouri.

"To win the **Amgen Tour of California** once, that was huge. To win it twice, that was almost a little bit of a surprise and almost felt like luck. But now, to have won the **Amgen Tour of California** three times, it's the sweetest victory of all. It's hard to describe," said Levi Leipheimer after winning the 2009 race.

Returning as the title sponsor for the fifth consecutive year, Amgen will continue to leverage the race to raise awareness and support for people affected by cancer through the *Breakaway from Cancer*<sup>®</sup> initiative. A leading global biotechnology company with headquarters in Thousand Oaks, Calif., one of the 2010 race host cities, Amgen's invaluable support has helped to ensure the continued success of the race and impact beyond the sporting arena.

"Sponsorship of the **Amgen Tour of California** has given Amgen the opportunity to educate people about the great advances in medicine made possible through biotechnology, and to strengthen our relationships with local communities, cancer support organizations and cancer survivors through our *Breakaway from Cancer* initiative," said Stuart Arbuckle, vice president, Amgen

Oncology. “We look forward to collaborating with this year’s host cities to promote the *Breakaway from Cancer* initiative in their communities.”

One of the only American races listed on the international professional cycling calendar

(2. HC ranking), the **Amgen Tour of California** has drawn the attention of both cycling enthusiasts and first-time spectators, solidifying its position as one of the most anticipated cycling events of the year.

Beginning with a road stage, a first for the race, the **2010 Amgen Tour of California** will visit 16 host cities for official stage starts and finishes, while other cities along the route also will have the opportunity to witness the excitement of elite professional cycling. Stages for the **2010 Amgen Tour of California** include:

- Stage 1: Sunday, May 16 – Nevada City to Sacramento
- Stage 2: Monday, May 17 – Davis to Santa Rosa
- Stage 3: Tuesday, May 18 – San Francisco to Santa Cruz
- Stage 4: Wednesday, May 19 – San Jose to Modesto
- Stage 5: Thursday, May 20 – Visalia to Bakersfield
- Stage 6: Friday, May 21 – Pasadena to Big Bear Lake
- Stage 7: Saturday, May 22 – Los Angeles (individual time trial)
- Stage 8: Sunday, May 23 – Thousand Oaks/Westlake Village/Agoura Hills

For further information on the 2010 Amgen Tour of California, visit

[www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com).

### **About the Amgen Tour of California**

The largest cycling event in America, the **2010 Amgen Tour of California** is a Tour de France-style cycling road race, presented by AEG, that challenges the world’s top professional cycling teams to compete along a demanding course from May 16-23.

## **About Amgen**

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a broad and deep pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about Amgen's pioneering science and vital medicines, visit [www.amgen.com](http://www.amgen.com). To learn more about Amgen's Breakaway from Cancer initiative, visit [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com).

## **About *Breakaway from Cancer*<sup>®</sup>**

Founded in 2005, *Breakaway from Cancer*<sup>™</sup> is a complementary component to the Amgen race sponsorship. *Breakaway from Cancer* strives to raise awareness of the important resources available to cancer patients from prevention to education, and patient care to advocacy and financial support. The initiative includes charitable partners the National Coalition for Cancer Survivorship, Patient Advocate Foundation, Prevent Cancer Foundation and The Wellness Community, and it also has joined forces with the Lance Armstrong Foundation and Stand Up To Cancer. Learn more at [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com).

## **About AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, The Home Depot Center, Sprint Center, The O2, NOKIA Theatre L.A. LIVE and NOKIA Theatre Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers, the ING Bay to Breakers foot race and the **Amgen Tour of California** cycling road race; AEG LIVE, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at [www.aegworldwide.com](http://www.aegworldwide.com).

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