



MEDIA RELEASE

Office of Economic Development

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FOR IMMEDIATE RELEASE

SAN JOSE PROMOTES ALL THINGS BIKE IN MAY

Ceremonial ride and press event marks the beginning of Bike Month and Amgen Tour of California festivities

SAN JOSE, CALIF. (May 9, 2011) –Elected officials, bicycling executives, and bike advocates gathered in downtown San Jose this morning for a ceremonial ride and press event to kick off Bike Week and discuss the upcoming SunPower/Webcor King of the Mountain Ride and Stage 4 Finish of the Amgen Tour of California.

The group gathered at The 88, a condominium high-rise on East San Fernando Street, and pedaled down the street to San Jose City Hall, where participants, including San Jose Mayor Chuck Reed, Vice Mayor Madison Nguyen, and Silicon Valley Bicycle Coalition Executive Director Corinne Winter were joined by Margaret Abe-Koga, Chair, Valley Transportation Authority and Councilmember, City of Mountain View, Carl Guardino, President and CEO, Silicon Valley Leadership Group, Andy Ball, President and CEO, Webcor Builders, Bobby Ram, Managing Director, SunPower Corporation, and Thierry Attias and Gregory Raifman, Co-Owners, UnitedHealthcare Pro Cycling Team.

One of the most visible ways San Jose is promoting cycling is by hosting the Stage 4 Finish of the Amgen Tour of California on May 18. The grueling stage finishes with a huge hill climb up Summit Road in mountains along the east side of San Jose.

Guardino said amateur riders can tackle the same hill earlier that day in the SunPower/Webcor King of the Mountain. "It's an amazing challenge," said Guardino, "and it's a lot of fun. We get CEOs out there alongside some of the best men and women riders. It's all for a great cause, too." Proceeds from this year's King of the Mountain go to Fit for Learning, a program provided by the Santa Clara County Office of Education (SCCOE) in cooperation with Healthy Silicon Valley that addresses the crisis of childhood obesity. To learn more about the SunPower/Webcor King of the Mountain, visit <http://www.svlg.org>.

The general public can join all the bike activity on May 12, the 17th annual Bike to Work Day, during which Bay Area employees are encourage to ditch their cars for a day and commute on two wheels. Silicon Valley Bicycle Coalition Executive Director Corinne Winter said, "The event is a great starting point for those who are interested in riding a bike to work, but might not be comfortable doing so alone. On the morning of the 12th, there will be thousands of cyclists on the streets of Silicon Valley and dozens of energizer stations will be available for riders to rest, refresh, and get some encouragement." To learn more about getting involved in Bike to Work Day, visit the coalition's website at <http://bikesiliconvalley.org/btwd>.

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ABOUT THE AMGEN TOUR OF CALIFORNIA

The largest cycling event in America, the **2011 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 15-22, 2011. For more information, please visit www.amgentourofcalifornia.com

ABOUT SILICON VALLEY BICYCLE COALITION

The Silicon Valley Bicycle Coalition (SVBC) promotes the bicycle for everyday use because they see bicycling as a central solution to the environmental, health, and social problems facing our planet. As the world becomes more

aware of the climate problems caused by pollution from the transportation sector, the Silicon Valley Bicycle Coalition points to bicycling as a very clean and healthy transportation solution. Their programs encourage bicycle and motorist awareness and teach bicyclists safe traffic riding skills. They advocate for more bicycle friendly roads and connecting the trails across the region. SVBC volunteers <http://bikesiliconvalley.org>.

ABOUT THE SILICON VALLEY LEADERSHIP GROUP

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents more than 325 of Silicon Valley's most respected employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, including energy, transportation, education, housing, health care, tax policies, economic vitality and the environment. Leadership Group members collectively provide nearly one of every four private sector jobs in Silicon Valley. The Leadership Group believes that bicycling is a key component to solving our region's transportation problems, as well as increasing the health and quality of life of the residents in its communities. The Leadership Group promotes bike commuting among Silicon Valley employers, advocates for bike-friendly infrastructure and policies locally, statewide and at the federal level, and works to facilitate biking through cultural change. For more information, please visit, www.svlg.org

ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, catalyzes job and revenue growth, assists business success, connects employers with trained workers, and enhances cultural amenities. For more information, please visit, www.sjeconomy.com.

ABOUT THE CITY OF SAN JOSE

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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