



## ***MEDIA ADVISORY***

*Office of Economic Development*

**FOR IMMEDIATE RELEASE**

**February 13, 2008**

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### **Webcor San Jose King-of-the-Mountain Ride Cyclists to Complete Course atop Sierra Road Summit**

Three hundred cyclists will complete the second annual Webcor San Jose King-of-the-Mountain Ride at the summit of Sierra Road in San Jose.\* Cyclists, including Silicon Valley leaders and elected officials, will participate in this challenging 26-mile ride, a pre-ride to herald the arrival of the upcoming Amgen Tour of California. The event will highlight childhood nutrition issues and raise funds for the Santa Clara County Office of Education's "Fit for Learning" program that addresses the rising concerns of obesity in elementary school children.

***\*There is no official program at the summit/end of the Ride. However, the Ride completion at the Summit will offer ample photo opportunities of cyclists and immediate commentary about the Ride from participants. A post-ride program, including awards announcements, takes place at 12:30 p.m., Saturday, February 16, San Jose City Hall Rotunda, 200 E. Santa Clara Street.***

**Who:**

300 Cyclists of varying skill levels and ages, including

- Silicon Valley CEOs (partial list)
  - Andy Ball, President and CEO, Webcor
  - Dave Dutton, President and CEO, Mattson Technology
  - Carl Guardino, President and CEO, Silicon Valley Leadership Group
  - Tom Werner, CEO, SunPower Corporation
- San Jose City officials (partial list)
  - Sam Liccardo, Councilmember, City of San Jose
  - Paul Krutko, Chief Development Officer, City of San Jose
- Cycling team and club members
- Cycling enthusiasts

**When:**

10:30 a.m.  
Saturday  
February 16, 2008

**Where:**

**How to get there:**

***Before 10 a.m. (Road closes to motor traffic at this time)***

Summit Ascent Route: From I-680, take Berryessa Road east, go to Piedmont Road; take left onto Piedmont Road; go to Sierra Road; turn right onto Sierra Road; proceed up Sierra Road to Sierra Road Summit. There will be a small tent at the Summit.

***After 10 a.m. (No access via King-of-the-Mountain route after 10 a.m.)***

From I-680, take Calaveras Road east; at Calaveras and Felter Road, turn right onto Felter Road. Felter Road turns into Sierra Road. It will take approximately 20-25 minutes to reach the Summit.

**Background:**

The second annual Webcor San Jose King-of-the-Mountain Ride, <http://www.sanjoseca.gov/kingofthemountain.html>, is a pre-ride to the upcoming Amgen Tour of California, a Tour de France-style cycling road race in which 18 of the world's top professional cycling teams will compete along a demanding 650-mile throughout California. The 26-mile Webcor King-of-the-Mountain Ride, which will begin with a pre-ride check-in at 8 a.m., Saturday, Feb. 16, San Jose City Hall, 200 E. Santa Clara Street, features police motorcycles leading a dramatic rolling closure north and east of Downtown San Jose to the base of the Sierra Road climb. Cyclists then will cross a timing pad to activate timing chips and begin their ascent up Sierra Road—a stunning 3.7-mile, 1,830-foot climb, with an average gradient of 10 percent that was the most difficult stretch of last year's Amgen Tour of California race. After summiting Sierra Road, riders may complete the Sierra/Calaveras/Piedmont loop and ride west to City Hall. Even though the ride officially ends at the Sierra Hill summit, riders are invited to return back to City Hall for a post ride celebration and awards announcement.

Proceeds from the Webcor San Jose King-of-the-Mountain Ride will benefit Fit for Learning. Fit for Learning is a program provided by the Santa Clara County Office of Education in cooperation with Healthy Silicon Valley that addresses the crisis of childhood obesity and is a multi-faceted initiative that will increase physical activity and encourage healthy nutrition among elementary school students in Santa Clara County. Fit for Learning addresses the environment at every level: the classroom, the school, the district and community. For more information, visit [www.fitforlearning.org](http://www.fitforlearning.org).

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