



## GREENVILLE HOSPITAL SYSTEM ENTERS THIRD YEAR OF SPONSORSHIP FOR USA CYCLING PROFESSIONAL CHAMPIONSHIPS

FOR IMMEDIATE RELEASE

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**GREENVILLE, S.C. (August 4, 2008)** – Greenville Hospital System University Medical Center (GHS), one of the largest not-for-profit healthcare providers in South Carolina, has entered its third year of partnership, second year as title sponsor, of the GHS USA Cycling Professional Championships, August 30-31, in Greenville, SC. Along with branding at the national championships for professional American cyclists, GHS will implement community wellness programs for recreational athletes and event spectators.

GHS will host a health and wellness expo in conjunction with the USA Cycling Professional Road Race championship on Sunday, August 31. The expo, free to the public and located adjacent to the start/finish line in the West End section of downtown Greenville, will feature exercise demonstrations, activities on the GHS Swamp Rabbit Tram Trail and Nintendo Wii baseball.

“GHS is honored to serve as title sponsor of the USA Cycling Professional Championships for a third year and to be a recipient of the Palmetto Peloton Project (P3),” said GHS President and CEO Mike Riordan. “We are grateful for P3’s gift to cancer research because it not only impacts the people in our community but people across the county and around the world. In addition, P3 events, such as the bicycle ride and 5K run, offer our community an opportunity to get out and be active, which reinforces our commitment to total health.”

GHS’ Oncology Research Institute will again be one of the recipients of funds raised through the Stars and Stripes Challenge 5K and 1 Mile Fun Run/Walk and the Stars and Stripes Challenge Ride. GHS will engage its employees to field a team in both the Saturday running event and the Sunday recreational bicycle ride. Last year, 600 riders participated in the Sunday bicycle event, representing 21 states and Canada, and raised \$87,000 for the GHS Oncology Research Institute and the Lance Armstrong Foundation. The new Stars and Stripes 5K and 1 Mile Fun



Run/Walk will be held at 8:00 a.m. on August 30 at CU-ICAR. Advance registration is \$15 for adults and \$10 for children ages 12 and under. The Stars and Stripes Challenge Ride will again be held from 7:30 a.m. to Noon on August 31, prior to the Road Race, with minimum registration of \$50. A BI-LO Family Fun Ride will be held later Sunday morning that will be free for all families.

The GHS USA Cycling Professional Championships will feature two national championship races and a full schedule of recreational activities over Labor Day weekend in Greenville, S.C. The Professional Individual Time Trial Championship (ITT) will be begin at 10:00 a.m. on Saturday, August 30, on a 20.7-mile closed course within the Clemson University-International Center for Automotive Research (CU-ICAR) in Greenville. The Professional Road Race Championship will begin at 1:00 p.m. on Sunday, August 31, in the West End, and the 115-mile event is expected to finish between 4:00 p.m. and 5:00 p.m. For more information about volunteering for these events, purchasing hospitality passes or downloading event maps, visit the official website:

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

#### **ABOUT GREENVILLE HOSPITAL SYSTEM**

Established nearly a century ago, Greenville Hospital System University Medical Center (GHS) is a not-for-profit academic health organization committed to medical excellence through research, education, clinical expertise and technological advancement. GHS is accredited by the Joint Commission of Accreditation of Hospital Organizations (JCAHO). With five campuses and 1,268 licensed beds, it is one of the largest not-for-profit healthcare providers in South Carolina. GHS provides comprehensive healthcare through its flagship tertiary referral and education center (Greenville Memorial Hospital), two acute-care and one long-term care hospitals, short-stay surgical hospital, integrated children's and women's hospitals, nationally-recognized cottage-concept nursing home, outpatient facilities, wellness centers, community outreach programs and extensive medical education program that includes 11 residency/fellowship programs. GHS currently offers more than 570 clinical trials, including several first-in-nation cancer-treatment trials. To learn more, go to [www.ghs.org](http://www.ghs.org).

#### **ABOUT MEDALIST SPORTS**

Medalist Sports is a full-service international sports marketing company. Medalist Sports specializes in the planning, promotion and management of multi-day, multi-jurisdiction sports and special events. The Medalist Sports team has experience in all facets of the successful management and promotion of world-class sporting and cycling events in the United States, England, Australia and China. Clients and event experience include the Tour DuPont, Tour de Georgia presented by AT&T, Amgen Tour of California, Tour of Missouri, USA Cycling, Inc. and the Lance Armstrong Foundation's LIVESTRONG Challenge Series. Medalist Sports' headquarters are located south of metro Atlanta at P.O. Box 415, Tyrone, GA 30290. The company website is [www.medalistsports.com](http://www.medalistsports.com).

#### **ABOUT PALMETTO PELOTON PROJECT**

The Palmetto Peloton Project (P3), based in Greenville, S.C., exists to promote the advancement of cancer research and advocacy efforts locally, regionally and nationally through fundraising cycling events. Through support from local businesses and enthusiastic cyclists, the Palmetto Peloton Project has raised over \$250,000 for cancer research and advocacy since its inception in 2005. In 2007 as part of the Greenville Hospital System USA Cycling Professional Championships, P3 will host the "Stars and Stripes Challenge", recreational cycling and running events to support local cancer research. For more information, visit [www.palmettopelotonproject.org](http://www.palmettopelotonproject.org).

#### **ABOUT USA CYCLING**

Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX and cyclo-cross. As a membership-based organization and sanctioning body, USA Cycling consists of 64,000+ members, including 57,000 competitive cyclists, 1,500 coaches, 4,000 student-athletes, 2,200 officials, 350 professional cyclists, and 200 certified mechanics. USA Cycling also sanctions 2,500 competitive and non-competitive organized cycling events throughout the United States annually, as well as 1,800 clubs and teams. Associations of USA Cycling include the United States Cycling Federation (road, track & cyclo-cross), the National Off-Road Bicycle Association (mountain bike), the BMX Association, the National Collegiate Cycling Association and the United States Professional Racing Organization. USA Cycling is also responsible for the identification, development, support and promotion of American cyclists through various athletic initiatives and programs including the USA Cycling National Development Team, the USA Cycling Women's National Team, the USA Cycling Junior Development Team, Talent Identification and Regional Development Camps, domestic and international race calendars, direct athlete funding and support programs, and educational camps and seminars. USA Cycling also fields and supports U.S. National Teams for various international events, including the Olympic Games, World Championships, Pan American Games, Continental Championship and World Cups across all levels and disciplines of competitive cycling. USA cycling further supports grass roots and locally-based initiatives through its 32 Local Associations and comprehensive network of licensed and certified coaches and officials. Additionally, USA Cycling conducts National Championship events for amateur and professional cyclists, awarding more than 600 national titles annually to men and women in junior, U23, masters, elite, professional and paralympic categories throughout the various disciplines of competitive cycling. To learn more about USA Cycling, visit [www.usacycling.org](http://www.usacycling.org). For media-related or general inquiries, please contact USA Cycling Director of Communications, Andy Lee at 719-866-4867 or [alee@usacycling.org](mailto:alee@usacycling.org).

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