



STARS AND STRIPES CHALLENGE RETURNS FOR AMATEUR RUNNERS AND CYCLISTS ON LABOR DAY WEEKEND

New 5K and One-Mile FunRun/Walk at CU-ICAR On August 30



FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (August 11, 2008) – For the first time, runners and walkers will have an opportunity to experience one of the challenging courses that the nation's top professional cyclists this Labor Day weekend. Two Stars and Stripes Challenge events, hosted by local non-profit organization Palmetto Peloton Project (P3), will allow amateur athletes an opportunity to run/walk or cycle on the courses of the 2008 Greenville Hospital System USA Professional Cycling Championships (August 30-31, Greenville, SC). Both events require registration and funds raised will support cancer research and advocacy nationally and in the Upstate area.

The Stars and Stripes 5K Run and 1-Mile Fun Run/Walk will be held on Saturday, August 30 on the campus of Clemson University – International Center for Automotive Research (CU-ICAR). The 5K will begin at 8:00 a.m. and the 1-Mile Run/Walk will begin at 8:15 a.m. All participants and supporters are encouraged to stay at CU-ICAR for the 11:00 a.m. start of the USA Cycling Professional Individual Time Trial Championship.

The 3rd Annual Stars and Stripes Challenge bicycle ride will be held on Sunday, August 31 from 7:30 a.m. to 12:00 Noon on the same course as the USA Cycling Professional Road Race Championship. The main event is a 22-mile cycling route that climbs Paris Mountain. The start/finish will be staged at South Main & Camperdown streets in the West End section of downtown Greenville. A short option, the BI-LO Family Fun Ride, will be staged in Falls Park at 10:00 a.m. and is free for all families.

Since its inception in 2005, the Palmetto Peloton Project has raised over \$250,000 for cancer research and advocacy. Net proceeds this year from the Stars and Stripes Challenge 5K Run and 1-Mile Fun Run/Walk will benefit the Greenville Hospital System Oncology Research Institute and Activate Upstate. Net proceeds from the Stars and Stripes Challenge bicycle ride will benefit The Lance Armstrong Foundation and Greenville Hospital System Oncology Research Institute.

“The CU-ICAR facility has been used for a number of running races; however, none have ever had the atmosphere or the level of excitement that will occur on the morning of the Individual Time Trial,” said Kevin Dunn, president of Palmetto Peloton Project, the 501c3 non-profit organization that produces the Stars and Stripes Challenge events. “Challenging the course on foot will give a much greater appreciation of the pace that the cyclists keep on this challenging terrain.”

The entry fee prior to August 15 for the Stars and Stripes Challenge 5K and One-Mile Fun Run/Walk is \$15 for adults and \$10 for children (12 & Under). After August 15, the cost is an additional \$5 per person. All registered participants will receive a T-shirt.

The entry fee for the Sunday Stars and Stripes Challenge bicycle ride is \$50 in advance for each adult. For participants who raise an additional \$50 or more for cancer research, they will be rewarded with special merchandise, such as a performance wicking shirt or custom jersey or a VIP trip to Greenville for the GHS USA Cycling Professional Championships. The top fundraiser between July 30-August 30 will receive two VIP Hospitality tickets to the Professional Road Race championship. All fundraising awards are listed at the P3 website, http://www.p3ride.org/2008_rider_packages.php.

“The prestige of the Greenville Hospital System USA Cycling Professional Championships for road racing has a long tradition in America and Greenville has been a fantastic host since 2006. The Stars and Stripes Challenge has provided such a great platform to this event for race fans to get actively involved, especially from a wellness perspective. We hope to exceed numbers from last year, which included 600 riders in the bicycle challenge from 21 states,” said Chris Aronhalt, Managing Director of Medalist Sports and Executive Director for the Greenville Hospital System USA Cycling Professional Championships.

The GHS USA Cycling Professional Championships will feature two national championship races and a full schedule of spectator activities over Labor Day weekend in Greenville, S.C. The Professional Individual Time Trial Championship, 11:00 a.m.- 1:00 p.m. on August 30, will be held on a 20.7-mile closed course within the CU-ICAR. The Professional Road Race Championship, 1:00 p.m.- 5:00 p.m. on August 31, will offer a 115-mile route for close to 150 pro cyclists that includes four long laps over Paris Mountain and six shorter circuits in downtown Greenville. Children’s bicycle races, an Expo and other activities will be provided for spectators. Viewing for both pro races is free. For details about the Stars and Stripes Challenge events, volunteer positions available and hospitality passes, visit the official website: 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.

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.

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 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.

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. For media-related or general inquiries, please contact USA Cycling Director of Communications, Andy Lee at 719-866-4867 or alee@usacycling.org.

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