



## **BISSELL WILL PROVIDE CLEAN SWEEP OF BOTH COURSES FOR 2008 GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS**

FOR IMMEDIATE RELEASE

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**GREENVILLE, S.C. (August 21, 2008)** – BISSELL, Grand Rapids, Michigan-based floor-care products company, announced today it will sponsor the 2008 Greenville Hospital System USA Cycling Professional Championships, to be held August 30-31 in Greenville, S.C.

Race fans will see the BISSELL Clean Sweep “broom wagon” in the race caravan for the Road Race and at the Individual Time Trial. This vehicle marks the back of the peloton, or follows the final contestant, from start to finish.



BISSELL’s support of cycling is born out of two passions. The first is a belief in promoting the pursuit of health and wellness, both inside and outside the home. And the second is a passion for the sport. The company has many associates who are avid cyclists, including CEO and President Mark Bissell. The company supports its sponsorship of professional cycling, and events like the GHS USA Cycling Professional Championships, as they demonstrate a commitment to healthy lifestyles and cleaner living.

Now in its sixth year as a sponsor of professional cycling teams, BISSELL became the title sponsor in February 2008 for a UCI Continental team ([www.bissellprocycling.com](http://www.bissellprocycling.com)), with some of the best athletes in North America. The BISSELL Pro Cycling Team will be well represented at the GHS USA Cycling Professional Championships, with a roster to be released at a later date. Two team standout team members expected to participate in the race are Teddy King of Brentwood, NH and Ben Jacques-Maynes of Watsonville, CA. They are No. 2 and No. 3, respectively, on the USA Cycling National Racing Calendar individual standings so far this year.

**ABOUT BISSELL**

BISSELL Homecare, Inc. is based in Grand Rapids, Michigan and is a 132-year-old floor care innovator and international marketer of home cleaning products, including sweepers, vacuums, deep cleaning machines and cleaning formulas sold at retail locations worldwide. The company, in its fourth generation of family leadership, is the seventh oldest privately held manufacturing company in the United States.

**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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