



THE GREENVILLE NEWS CONTINUES AS A GOLD SPONSOR FOR PROFESSIONAL CHAMPIONSHIPS OF CYCLING IN UPSTATE

FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (August 25, 2008) – The Greenville News, the largest newspaper in Upstate, South Carolina, announced it will continue its sponsorship of the Greenville Hospital System USA Cycling Professional Championships this summer. The Greenville News will be a Gold Sponsor for the 2008 event, to be held August 30-31.

The daily newspaper, as well as several of its weekly publications, will run a significant schedule of promotional advertising for the Championships and all Labor Day weekend activities throughout the month of August. For an online photo library of the Championships and ancillary events like the Stars and Stripes Challenge, visit www.greenvilleonline.com. The Greenville News will also include expanded coverage for the races, as well as information about street closings and parking, in the newspaper the week of the event.

Founded in 1874, The Greenville News is now owned and operated by Gannett Co., Inc. The Greenville News also publishes several non-daily magazines including LINK, TALK Greenville, Upstate Parent and several community newspapers.

Saturday, August 30 will feature the first race in the Greenville Hospital System USA Cycling Professional Championships, the Professional Individual Time Trial Championship. This 20.7-mile race against the clock will begin at 11 a.m. on a new course at Clemson University – International Center for Automotive Research in Greenville. The USA Cycling Professional Road Race championship will take place on Sunday, August 31, beginning at 1:00 p.m. in downtown Greenville. Over 100 competitors will battle on a 115-mile course. Both of these championship races are free for spectators.

In addition to the dual championships, there is a full schedule of activities and events for the weekend in Greenville. 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. Saturday night following the ITT, a Greenville Rocks outdoor concert will be held from 6-10 p.m. at the Peace Center outdoor amphitheatre. For a full list of events, as well as route maps and professional athletes competing in the championships, visit 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 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.

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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