



## HOMETOWN HERO GEORGE HINCAPIE TO THROW OUT FIRST PITCH AT GREENVILLE DRIVE GAME

***Full Week of Promotions and Activities for Cycling Championships Begin with Baseball Game on Monday***

FOR IMMEDIATE RELEASE

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**GREENVILLE, S.C. (August 22, 2008)** – Professional athlete and Greenville resident George Hincapie will exhibit talents in two sports next week, baseball and cycling. He will start the week on Monday, August 25 at Fluor Field at the West End by throwing out the ceremonial first pitch of the Greenville Drive's final home game of the 2008 season. The five-time Olympian will end the week on Sunday, August 31 vying for his third Stars-and-Stripes road race jersey in the Greenville Hospital System USA Cycling Professional Championships.

"This is a great way to pay tribute to the growth of cycling in the Upstate and to kick off all the festivities for Labor Day weekend with the Greenville Hospital System USA Cycling Professional Championships. George is not only a world-class athlete, but a world-class ambassador for the sport of cycling. We encourage all cycling fans to cheer on George and use the baseball game to get ready for the Pro Championships and the Stars and Stripes Challenge," said Kevin Dunn, president of Palmetto Peloton Project, the 501c3 non-profit organization that produces the Stars and Stripes Challenge fundraising events that are part of Championship weekend in Greenville.

Hincapie will be honored at the Drive game for representing the United States for a fifth time in the Olympic Games. Hincapie raced in Beijing for USA Cycling earlier this month and finished 40<sup>th</sup> in the Road Race. His five consecutive Olympic Games appearances (1992-2008) are more than any other U.S. cyclist.

Monday's baseball game between the Greenville Drive (Boston Red Sox affiliate team) and the Augusta GreenJackets (San Francisco Giants affiliate team) begins at 7 p.m. Video highlights of Hincapie's impressive career will be shown outside the stadium from the Hincapie Barkley Team Bus. Hincapie Sportswear, based in Greenville, is an official supplier of the Greenville Hospital System USA Cycling Professional Championships. During the game, cycling-themed items will be given away, including Greenville Hospital System USA Cycling



Professional Championships merchandise and VIP tickets, and a children's bicycle from The Great Escape bike and hobby shop.

Representatives from the Palmetto Peloton Project and Activate Upstate will be at Fluor Field at the West End providing information on the upcoming events for Labor Day weekend. 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 (Aug 30) will benefit the Greenville Hospital System Oncology Research Institute and YMCA/Activate Upstate. Net proceeds from the Stars and Stripes Challenge bicycle ride (Aug 31) will benefit The Lance Armstrong Foundation and Greenville Hospital System Oncology Research Institute. Additional information can be found at the official website, [www.usacyclingchampionships.com](http://www.usacyclingchampionships.com).

## **LABOR DAY WEEKEND SCHEDULE OF EVENTS**

### **Saturday, August 30**

8:00 a.m. - Stars and Stripes Challenge 5K Run at CU-ICAR  
8:15 a.m. – One-Mile Fun Run/Walk at CU-ICAR  
10:30 a.m. - Hospitality opens  
11:00 a.m. - 1:00 p.m. - Individual Time Trial Championship at CU-ICAR  
6:00 p.m. - 10:00 p.m. - Greenville Rocks concert presented by Rock Racing and Rock 101FM at the Peace Center Amphitheatre with music by StoneEcho

### **Sunday, August 31**

7:30 a.m. - Stars & Stripes Challenge fundraising bicycle ride  
10:00 a.m. - BI-LO Family Fun Ride in Falls Park  
11:00 a.m. - Health & Wellness Expo and Hospitality open  
11:00 a.m. - BI-LO Family Activity Zone presented by POWERade in Falls Park  
Noon – Hospitality and Autograph Alley presented by Rock Racing open  
1:00 p.m. - 5:00 p.m. - Road Race Championship in downtown Greenville  
1:45 p.m. - 2:45 p.m. - POWERade Kid's Bicycle Races, downtown Greenville

### **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 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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