



Media Contact: John Kearns  
Pasadena Convention & Visitors Bureau  
[jkearns@visitpasadena.com](mailto:jkearns@visitpasadena.com)  
626.844.0789

**FOR IMMEDIATE RELEASE**

## **Children Invited to Participate in Fitness Activities at Pasadena's Stage 7 Finish of the *2009 Amgen Tour of California***

*Bicycle-Themed Coloring Poster Contest Open to Pasadena Unified School District Children*

**Pasadena, Calif., (January 30, 2009)** – Youths attending the Stage 7 finish of the *2009 Amgen Tour of California* race on February 21 at the Rose Bowl in Pasadena can participate in numerous fitness activities. The Kid Zone which is located at the Lifestyle Festival will features attractions that include a Rock Climbing Wall, Obstacle Course and Bounce House. Children can also practice their skills at Basketball, Golf and Football with challenging games aimed at promoting fitness.

In celebration of the race, a cycling poster contest will be held for students attending the Pasadena Unified School District. Prizes will be awarded for first, second and third place for each age category. Prizes include bikes, movie tickets, gift certificates and more. The artwork of the winners will be displayed on the Pasadena Amgen Tour of California website. Deadline for entries is February 20.

In addition, a specially developed classroom curriculum has been developed for fourth- through sixth-grade students. The educational handbook will be distributed to schools in the 16 California cities that will host the 2009 Amgen Tour of California. Through interactive lessons, the 2009 educational handbook will teach students about the history of cycling and includes bike safety and maintenance tips. Provided to more than 60,000 students, the booklet also provides information about the State of California, including targeted lesson plans that use cycling as a means to teach core subjects.

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For more information on the *2009 Amgen Tour of California* race and activities please go to [visitpasadena.com](http://visitpasadena.com). The Pasadena CVB is a non-profit organization dedicated to promoting Pasadena as a desirable meeting, convention, and leisure travel destination. For more information contact the Pasadena Convention & Visitors Bureau at 800.307.7977 or go to [visitpasadena.com](http://visitpasadena.com).

### **About the Amgen Tour of California**

The largest cycling event in America, the 2009 Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG, which challenges the world's top professional cycling teams to compete along a demanding course. Building on last year's third annual stage race, which attracted 1.6 million spectators, the 2009 Amgen Tour of California will be expanded to cover more than 800 miles over nine days from February 14-22, 2009. The race will visit 16 host cities for official stage starts and finishes and will include: Sacramento, Davis (new city for 2009), Santa Rosa, Sausalito, Santa Cruz (new city for 2009), San Jose, Modesto, Merced (new city for 2009), Clovis (new city for 2009), Visalia (new city for 2009), Paso Robles (new city for 2009), Solvang, Santa Clarita, Pasadena, Rancho Bernardo (new city for 2009) and Escondido (new city for 2009).

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