



FOR IMMEDIATE RELEASE
CONTACT: Cheryl Popp 415.331.4331

The Conscientious Spectator & Race Etiquette

SAUSALITO, CA February 18, 2007 – As the Amgen Tour of California (ATOC) hits the road next week, starting in Sausalito with Stage One of the race, Monday, February 19, race organizers are reminding and coaching spectators on race etiquette and conscientious behavior – for their own safety and the safety of the cyclists.

A world class field of 144 cyclists from around the world will be competing in the 8-day event from northern to southern California. Last year an estimated 1.3 million spectators lined the route. Now, in its second year, the race will likely attract even larger numbers in the 12 cities hosting the race and along the 650 mile route.

“We are guests in the communities we race through and are only borrowing the road,” said ATOC Technical Director, Chuck Hodge. “If our race entourage and the race spectators show courtesy and enthusiasm along the route, it will go a long way towards helping the sport of cycling become even more accepted.”

To that end, here are some tips:

- Pack in what you pack out. Cleaning up ensures that the communities the race passes through are left clean and tidy.
- Don't use paint on the roadways. While this may be the “cool Euro” cycling thing to do, it creates many issues in the local communities. Please refrain from painting the road and use sidewalk chalk to ensure that the race will be welcomed back in the future.
- Obey the directions of police and race marshals. They are looking out for your safety as well as the safety of the riders. They're there for a reason. If they say clear the road, clear the road.
- Stay out of the road and behind the race route barricades. Even if the road looks clear, until the marshals and public safety officials indicate otherwise, stay out of the street. That great photograph won't be so special if it involves putting

- yourself or a cyclist at risk. In rural areas where there aren't barricades, be especially cautious.
- Remember that there may be riders and vehicles behind the main group. Please stay off the race course until you see the Broom Wagon pass through. It will always be behind the last rider. Don't forget, the riders in the back need as much encouragement as those in front!
 - The future racers of America are more than welcome at the race, but make sure small children are carefully supervised.
 - Leave Fido at home if can, or firmly leashed and under control. Animals can be a hazard and at risk on the race course.

Cycling road races are an exciting, high speed, exhilarating sport where spectators can still get up close and personal with the athletes, but do so in a safe and conscientious way, and everyone involved will benefit.

Ring that cowbell, come out and celebrate the sport, and have a great time cheering these remarkable athletes over the finish line.

###