

SANTA BARBARA

THE AMERICAN RIVIERA®

CONFERENCE + VISITORS BUREAU + FILM COMMISSION

CONTACT:

Laura Kath, Santa Barbara ATOC Communications Coordinator
805.344.1717; laura@mariahmarketing.com

OR Michelle Rodriguez, Director of Communications
Santa Barbara Conference & Visitors Bureau and Film Commission
805.966.9222 x112, michelle@santabarbaraCA.com
www.SantaBarbaraTourOfCalifornia.com

SANTA BARBARA HOSTS VIP VIEWING ATOC PARTY AT FINISH LINE *Public Invited to Experience Pro Cycling Race Excitement Up Close; Proceeds Benefit Local Charity*

Santa Barbara, CA (April 29, 2013) — The public is invited to experience all the action and excitement of the Santa Barbara Stage Four finish of the *Amgen Tour of California* professional cycling race at a VIP Viewing Party on Wednesday, May 15, 2013 from 12:00 - 4:00 p.m..

“We’re reserving a special tent on Cabrillo Boulevard right at the finish line that will feature a ‘Taste of Santa Barbara’ food selection, cold beverages, prime viewing location and three big-screen TVs showing all the approaching action as 128 cyclists race here from the day’s start in Santa Clarita. You don’t want to miss this once-in-a-lifetime opportunity to be close enough to the action to feel the rush as racers sprint for the finish,” says Susie Willett, co-chair of the Amgen Tour of California-Santa Barbara Local Organizing Committee (LOC).

The VIP Viewing Party will feature the Stage Four winner’s prize on display before it is awarded—a stunning original illustrated artwork by renowned Santa Barbara artist Jake Early. Additionally, a silent auction will offer Mr. Early’s limited and signed serigraph prints along with autographed ATOC team jerseys and other lifestyle items.

Tickets for the VIP Viewing Party are \$75 per person (prior to May 12) and \$100 per person (after May 12) at www.SantaBarbaraTourOfCalifornia.com with quantity limited on a first come basis. All net proceeds from the Santa Barbara VIP Viewing Party will benefit the Julie Main Endowment in Santa Barbara (for cancer research) and the Bike Coalition.

For complete information about Santa Barbara route, activities and hotel packages during the Amgen Tour of California on May 15-16, 2013, please visit www.SantaBarbaraTourofCalifornia.com

ABOUT THE AMGEN TOUR OF CALIFORNIA

The largest cycling event in America, the 2013 **Amgen Tour of California** is a Tour de France-style cycling road race, created and presented by AEG, that challenges the world’s top professional cycling teams to compete along a demanding course from May 12-19, 2013. The Race will land in Santa Barbara midway on Wednesday, May

15th for a Stage 4 finish on Cabrillo Boulevard, and on Thursday, May 16th riders will commence Stage 5 in the same scenic location. Santa Barbara will also be host to the **Breakaway Mile** on May 15th, a celebratory one-mile walk across the finish line of the Tour that's part of Amgen's *Breakaway from Cancer*® National initiative. For more information, please visit the local website www.SantaBarbaraTourOfCalifornia.com , or the national website www.AmgenTourofCalifornia.com.

ABOUT SANTA BARBARA

Voted Best Getaway by L.A. Times Readers' Choice Awards in 2012, Santa Barbara is located just 92 miles north of Los Angeles and 332 miles south of San Francisco, on the Pacific coastline. Visitors can arrive via scenic Highway 101, Amtrak train or Greyhound bus or by flying into Santa Barbara Municipal Airport or Los Angeles International Airport. For travel and accommodation information and to request a free copy of the official *Santa Barbara County Visitors Magazine*, contact the Santa Barbara Conference & Visitors Bureau and Film Commission at 800.676.1266, 805.966.9222, tourism@santabarbaraca.com or santabarbaraca.com. Visitor information is also available at the Visitor Center, 1 Garden Street (at Cabrillo Boulevard).

SANTA BARBARA MEDIA INFORMATION

Stay informed about Santa Barbara news with our [Media Center](#), [press releases](#) and blog, TheSBPost.com. Just getting to know Santa Barbara? The [Media Field Guide](#) is a great place to start. Planning a research visit? Use the [Press Trip Request](#) form to get the process started. Follow us on [Facebook](#) and [Twitter](#) for daily updates, and visit our new [Mobile Site](#) for on-the-go information about dining, wine, accommodations, events, attractions and more.

###