



**CONTACT:** Michelle Rodriguez, Director of Communications  
Visit Santa Barbara  
805.966.9222 x112, [michelle@santabarbaraCA.com](mailto:michelle@santabarbaraCA.com)

Jaime Shaw, Communications Associate  
Visit Santa Barbara  
805.966.9222 x107, [jaime@santabarbaraCA.com](mailto:jaime@santabarbaraCA.com)

**SANTA BARBARA HOSTS AMGEN TOUR OF CALIFORNIA STAGE 5 FINISH**  
*Challenging Route to Take the World's Top Cyclists Across More Than 700 Miles of Striking California Terrain During America's Premier Professional Cycling Race May 11–18, 2014*

**Santa Barbara, CA (November 5, 2013)** — The [Amgen Tour of California](#) will return to Sacramento, the Capital of California, for the start of the ninth edition of America's largest cycling race announced AEG, presenter of the race. The eight day stage race will return to a route traveling north-to-south from May 11-18, 2014 along more than 700 miles of scenic roads through some of California's most picturesque backdrops.

Considered America's largest and most prestigious cycling event, the start of the 2014 **Amgen Tour of California** will begin in front of the state's Capital Building and travel through 11 host cities during the eight day event including Folsom (first time host city), San Jose, Mt. Diablo, Monterey, Cambria (first time host city), Pismo Beach (first time host city), Santa Barbara, Santa Clarita, Mountain High (first time host city), Pasadena and Thousand Oaks.

At the Stage 5 finish cyclists will be treated to picturesque views as they ride into **Santa Barbara** on Thursday, May 15<sup>th</sup>. Riders will start the day in Pismo Beach before ending in **Santa Barbara**, which is hosting the race for the second consecutive year and the 5<sup>th</sup> time in the race's nine years. Ocean views are the perfect backdrop after a long day of racing and before heading south to Santa Clarita for the following day's Stage 6 start.

"The Amgen Tour of California has had a very positive impact on our community in the past. It is exciting that Santa Barbara will again be part of the Tour," noted Kathy Janega-Dykes President and CEO of Visit Santa Barbara, the tourism marketing organization for Santa Barbara's South Coast. "The Amgen Tour raises awareness of what a great cycling destination we are, Santa Barbara receives global media exposure during the race and there is a noticeable boost in business for our local hotels, restaurants and attractions during the event."

Santa Barbara Mayor Helene Schneider adds, "Welcome back Amgen Tour of California! This annual event showcases amazing athleticism and philanthropic generosity. I'm so pleased that the City of Santa Barbara will be able to host such a worthwhile and fun event and look forward to seeing the finish firsthand."

"We strive to raise the bar each year to present an Amgen Tour of California that not only continues to attract and challenge the world's top cyclists, but also fittingly features and promotes California's unique sights and striking scenery," said Kristin Bachochin, executive director of the Amgen Tour of California and senior vice president of AEG Sports. "We're confident our worldwide audience will enjoy everything next year's race has to offer – from epic climbs to rolling hills and thrilling finishes; it's a testament to California's iconic terrain."

The first day of racing will begin and finish in the state's Capital of **Sacramento**, which previously hosted 2009's prologue as well as the stage finishes in 2007, 2008, 2010 & 2011.

"The City of Sacramento could not be more proud to host the Amgen Tour of California and Stage 1 to kick off race festivities for such a distinguished group of athletes," said Kevin Johnson, mayor of Sacramento. "There is no better way to start the race's route through California's iconic landmarks, attractions and scenery than in the state's capital city."

The following day, the Individual Time Trial (Stage 2) will see racers competing against the clock in the former gold rush city of **Folsom**, which makes its race debut this year. For Stage 3, the peloton will return to California's third largest city, **San Jose** (the only city to have participated in all nine editions of the race), for a stage start before traveling more than 50 miles north, gaining altitude as the route winds up **Mt. Diablo** for mountaintop finish at the famed summit for the second consecutive race.

The arts community of **Monterey**, which last hosted the race in 2006, will be the setting for the Stage 4 start. From there, the race will traverse approximately 100 miles south to finish the day in the seaside village of **Cambria**, which also makes its race debut in 2014.

Stage 5 will kick off in the "Clam Capital of the World," **Pismo Beach**, where riders will be treated to sights of the city's famous sand dunes for the first time. Additionally, sweeping ocean views will provide the perfect backdrop for racers and spectators alike as the route continues south to the American Riviera-like town of **Santa Barbara** for the Stage 5 finish.

**Santa Clarita**, which is home to a number of athletic champions such as swimmer Anthony Ervin and track star Allyson Felix, will host the Stage 6 start, before riders head to **Mountain High** for another mountaintop finish. The peloton will return to **Santa Clarita** for the Stage 7 start and will finish that day in the historic town of **Pasadena**.

The eighth and final stage of the 2014 Amgen Tour of California will start and finish in the title sponsor's home of **Thousand Oaks**, which previously hosted finishes in 2010 & 2011.

"The Amgen Tour of California is always a challenging stage race that tests even the best cyclists in the world," said pro cyclist **Freddie Rodriguez**, of the Jelly Belly Cycling Team presented by Kenda. "It's a race I look forward to, and am sure the 2014 race will not disappoint!"

Amgen returns as the race's title sponsor for the ninth consecutive year, continuing to leverage the event to raise awareness of the important resources available to people affected by cancer—from prevention through survivorship—through its *Breakaway from Cancer*<sup>®</sup> initiative. (For more information, [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com))

"Amgen was founded with the mission to serve patients by developing innovative therapies for serious illness. Our sponsorship of the Amgen Tour of California provides the unique opportunity to highlight how biotechnology has helped advance medicine for patients," said Ray Jordan, senior vice president of Corporate Affairs at Amgen. "The race also helps us connect cancer survivors to important resources through Breakaway from Cancer. We look forward to honoring cancer survivors in all of the host communities, including Thousand Oaks, our hometown since 1980."

Carrying an elite distinction, the Amgen Tour of California is listed on the international professional cycling calendar (2. HC, meaning "beyond category"), awarding important, world-ranking points to the top finishers.

The Amgen Tour of California continues to draw global attention as one of the most anticipated cycling events of the year – one that attracts Olympic medalists, World Champions and top Tour de France competitors.

The 12 Host City partners for the 2014 Amgen Tour of California include:

- Stage 1: Sunday, May 11 – Sacramento
- Stage 2: Monday, May 12 – Folsom (Individual Time Trial)
- Stage 3: Tuesday, May 13 – San Jose to Mount Diablo
- Stage 4: Wednesday, May 14 – Monterey to Cambria
- Stage 5: Thursday, May 15 – Pismo Beach to Santa Barbara
- Stage 6: Friday, May 16 – Santa Clarita to Mountain High
- Stage 7: Saturday, May 17 – Santa Clarita to Pasadena
- Stage 8: Sunday, May 18 – Thousand Oaks

Continuing their support of the sport of cycling and the growth and success of the Amgen Tour of California, Champion System is returning as the official race jersey and uniform provider and will soon debut new items from its 2014 collection of cutting-edge, custom technical apparel online at [www.AmgenTourofCaliforniaStore.com](http://www.AmgenTourofCaliforniaStore.com).

For further information on the 2014 Amgen Tour of California, and to view the 2014 Amgen Tour of California map, visit [www.AmgenTourofCalifornia.com](http://www.AmgenTourofCalifornia.com).

### **About Visit Santa Barbara**

Visit Santa Barbara is a non-profit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District (TBID) and by a membership of hospitality-related businesses. The primary mission of Visit Santa Barbara is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.

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

The 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 that traverses hundreds of miles of California's iconic highways, byways and coastlines each spring. The teams chosen to participate have included Olympic medalists, Tour de France contenders and World Champions. More information is available at [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com).

### **About Amgen**

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high-unmet medical need and leverages its biologics manufacturing expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be the world's largest independent biotechnology company, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential. For more information, visit [www.amgen.com](http://www.amgen.com) and follow us on [www.twitter.com/amgen](https://www.twitter.com/amgen).

### **About AEG**

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, StubHub Center, Sprint Center, The O2, Nokia Theatre L.A. LIVE and Best Buy Theater Times Square; sports franchises including the Los Angeles Kings (NHL), two Major League Soccer franchises, two hockey franchises operated in Europe, management of privately held shares of the Los Angeles Lakers the Amgen Tour of California cycling road race; AEG Live, the organization's live-entertainment division, is a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. For more information, visit AEG today at [www.aegworldwide.com](http://www.aegworldwide.com).