

FOR IMMEDIATE RELEASE

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BICYCLE RIDE ACROSS GEORGIA 2007

To Pedal from Columbus to Savannah June 9-16

Overnight stops in Americus, Cordele, Douglas, Baxley & Hinesville

STONE MOUNTAIN, GA -- Some 1,800 of the fittest, friendliest people in the South will climb on bicycles and pedal more than 400 miles from Columbus to Savannah on the 28th annual Bicycle Ride Across Georgia (BRAG) June 9 - 16, 2007. Along the way, the riders will stop at Americus, Cordele, Douglas, Baxley and Hinesville.

BRAG is an annual odyssey of discovery of the back roads of Georgia by bicycle. BRAG is not a race: riders come together to share their love of the outdoors and bicycling, to tour the back roads of Georgia and to socialize with family and friends. *Bicycling Magazine* named BRAG one of the U.S.A.'s 50 best bike rides in 2004.

"All kinds of people ride BRAG, from college students and professors, to judges and soldiers, teachers and preachers, first graders and grandparents," said Vicki Thompson, BRAG Ride Director.

Overnight towns will earn thousands of dollars of extra business from riders who typically fill every local hotel room for miles. Hungry and thirsty riders pack local restaurants and museums and spend dollars at local stores to buy sunscreen, t-shirts, souvenirs and other items.

Even children who set up lemonade stands along the route do a brisk business from friendly, thirsty riders. Lots of folks like to just sit on the side of the road and watch the parade of riders.

Overnight stops transform their communities into a small town of 1,800. Lawns and football fields sprout hundreds of multi-colored tents. Mobile merchants set up shop selling sophisticated cycling merchandise and clothing. Bicycle mechanics set up shop fixing wheels and selling parts, Massage therapists ease aching muscles. And don't leave out the gourmet coffee shops and food stands sell drinks and food.

It's the state's largest social event for bicyclists, as riders sit around in folding chairs talking to each other, swapping stories and drinking cold beverages.

Registered riders receive maps, route descriptions, altitude graphs, and access to free rest stops every 10-12 miles staffed by volunteers from Special Olympics Georgia (SOGA) and local town volunteers. The rest stops are stocked with fruit, refreshments, PowerAde, water, and porta-potties. BRAG also provides sag wagon and medical team support. Meals and T-shirts are extra.

Through BRAG's support, Special Olympics cyclists participate in the ride at no cost to the riders or their families.

BRAG also sponsors a three-day cycling event in the spring. The 2007 BRAG Spring Tune-Up ride is planned for Madison, April 27-29, with a fully-supported 100-mile Century Ride on Saturday, an extended mileage "Hammerhead" option on Friday and Sunday, and shorter ride options each day.

Here are some comments from riders who have participated in BRAG:

"We have done other rides in other states and BRAG is the best one!"

"This was my first BRAG, and it was a blast! My 10-year old son and I met some wonderful people."

" BRAG was truly memorable and everyone we've shared our stories with is planning to sign up next year!

"Best organized event I have been on. An excellent value for the money."

"I loved it. It was a life changing experience."

"Excellent family activity! Also, enjoyed meeting new people and traveling the path less beaten."

About BRAG

The Bicycle Ride Across Georgia is a not-for-profit corporation dedicated to providing affordable, family-oriented, quality bicycle tours in and across Georgia, with an emphasis on bicycling safety, fun, and education. For more information on BRAG events, please visit www.brag.org or call 770-498-5153.

BRAG 2007 Day by Day:

SATURDAY, JUNE 9 (& FRIDAY, JUNE 8)—REGISTRATION AND CAMPING in Columbus, Georgia at Columbus Civic Center. For an extra fee, buses will transport riders from Savannah and Atlanta to Columbus on Saturday. Riders may sleep in the Civic Center or pitch tents outside. Optional Purist Ride through Ft. Benning to Alabama. Saturday night BRAG party in downtown Columbus, including bicycle racing. BRAG stayed overnight in Columbus in 1990, 1999, and 2005.

SUNDAY, JUNE 10: THE HOOAH RIDE - COLUMBUS TO AMERICUS, 69 MILES

Riders will pedal on the Riverwalk Path and through Fort Benning, and then visit Buena Vista before ending at Georgia Southwestern State University. Hammerheads will also ride to Pasaquan and Plains for additional mileage. Stop by Café Campesino's headquarters in Americus. Shuttles. The university hosted BRAG in 1987, 1990, 1997, and 2000.

MONDAY, JUNE 11 - THE P.O.W. RIDE - AMERICUS TO CORDELE - 62 MILES

Cyclists will visit the Andersonville National Historic Site Civil War prison, and Vienna before spending the evening at Crisp County High School, which will sponsor a high school hop. BRAG stayed overnight in Cordele in 1981.

TUESDAY, JUNE 12 - THE BLUE & GRAY RIDE - CORDELE TO DOUGLAS - 73 MILES Riders will go through six counties, visiting Rebecca and Fitzgerald, the home of the Blue & Gray Museum, before stopping for two nights at South Georgia College, which hosted BRAG in 1994, 2000, and 2003. Dorm rooms available. Entertainment, movies. Indescribable Moonbase Planetarium. Shuttles.

WEDNESDAY, JUNE 13 - THE SATILLA RIVER RIDE - RIDE OPTIONS OF 100, 64 OR 43 MILES OR 0. Century riders will ride through the Satilla River area. Some riders will take the day off, catch a movie or do laundry. Entertainment.

THURSDAY, JUNE 14 - THE COFFEE & BACON RIDE - DOUGLAS TO BAXLEY - 45 MILES

Many riders will decorate their bikes for Flag Day as they pedal to Baxley's Appling County Comprehensive High School. Riders will perform in the annual BRAG Talent Show, followed by a DJ and dancing. This is BRAG's first overnight stay in Baxley, but BRAG has visited Appling County in 1983, 1988, 1994, 2001, and 2005.

FRIDAY, JUNE 15 - THE ARMYSTRONG RIDE - BAXLEY TO HINESVILLE- 58 MILES.

Riders will pass through Glennville and Fort Stewart before spending the night at Bradwell Institute. BRAG stayed on Ft. Stewart in 1980 and 1996, and Hinesville in 2000. Elvis live in concert!

SATURDAY, JUNE 16 - THE END OF THE ROAD - HINESVILLE TO SAVANNAH - 47 MILES.

Cyclists will ride through Fort Stewart and Richmond Hill to BRAG's fabulous End of the Road Party at Historic Grayson Stadium in Daffin Park. Grayson Stadium is home to the Savannah Sand Gnats Class A baseball team. A special appearance by BRAG's founder, Ms. Dot Moss. Medals to children 15 and under. Optional buses back to Columbus, Atlanta, and Douglas on Saturday afternoon. BRAG has ended at Daffin Park in Savannah in 1996 and 1999.