

SANTOS TOUR DOWN UNDER

SANTOS TOUR DOWN UNDER BACKGROUND

- The Santos Tour Down Under is owned and managed by the Government of South Australia on behalf of all South Australians.
- The Santos Tour Down Under (Santos TDU) is the first race outside of Europe to be given UCI WorldTour status (formerly known as the UCI ProTour). This is the highest ranking that a cycling race can receive globally.
- The Santos TDU was first held in 1999 and has grown year on year to become the biggest cycling race in the southern hemisphere.
- The week-long event brings the top WorldTour professional cycling teams to race on the streets of Adelaide and regional South Australia each January. Up for grabs are important UCI WorldTour points and the Santos Ochre Leaders Jersey.
- The Santos TDU race typically starts and concludes with exciting Adelaide city street circuits, with Stage 1-5 being held in regional South Australia.
- All 18 UCI WorldTour teams must compete in the Santos TDU. These teams, along with the Australian National UniSA Australia team. The peloton consists of 133 riders, with seven riders per team.
- Not just a bike race, the Santos TDU is a festival of cycling, with a range of associated events and festivals that create a massive party atmosphere across South Australia. Amateur cyclists can also get involved in the action, with the Subaru Breakaway Series, which gives people the chance to ride part of the WorldTour race route.
- The Santos TDU is partially funded by the South Australian Government, with all other revenue generated through corporate partnerships, valuable event sponsors and sales from associated events.

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2015 SANTOS TOUR DOWN UNDER EVENT INFORMATION

- The 2015 Santos Tour Down Under will be held from 17 – 25 January 2015.

	<u>DATE</u>	<u>LOCATION</u>	<u>Distance</u>
Team Presentation & Concert	Saturday 17 January	Adelaide	
People's Choice Classic	Sunday 18 January	Adelaide	51km
Rest Day	Monday 19 January		
Hostworks Stage 1	Tuesday 20 January	Tanunda to Campbelltown	132.6km
Stage 2	Wednesday 21 January	Unley to Stirling	150.5km
Thomas Foods Stage 3	Thursday 22 January	Norwood to Paracombe	143.2km
Bupa Stage 4	Friday 23 January	Glenelg to Mt Barker	144.5km
BikeExchange Stage 5	Saturday 24 January	McLaren Vale to Willunga Hill	151.5km
Be Safe Be Seen MAC Stage 6	Sunday 25 January	Adelaide	TBA

- The 2015 Santos Tour Down Under will travel 773.722.3 kilometres. This distance increases to 773.3 kilometres with the inclusion of the People's Choice Classic.

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2015 ASSOCIATED EVENTS & ACTIVITIES

To provide visitors with more reasons to attend and opportunities to participate in the event, a full calendar of associated events has been created to for the *Santos Festival of Cycling*. Events include;

Subaru Breakaway Series

The Subaru Breakaway Series is the official recreational ride program of the Santos Tour Down Under and incorporates the Bupa Challenge Tour presented by The Advertiser and the Bupa mini tour for kids presented by the University of South Australia.

Bupa Challenge Tour presented by The Advertiser

- The Bupa Challenge Tour will be held on Friday 3 January to coincide with Bupa Stage 4 of the Santos Tour Down Under.
- Participants can choose one of four start locations
 - Glenelg to Mt Barker – 151.7km
 - Willunga to Mt Barker – 118.7km
 - Mount Compass to Mt Barker – 77.5km
 - Macclesfield to Mt Barker – 27km
- 6,602 people rode in the 2014 Bupa Challenge Tour.

Bupa mini tour for kids presented by the University of South Australia

- The Bupa mini tour for kids will be held on Sunday 25 January to coincide with Be Safe Be Seen MAC Stage 6 of the Santos Tour Down Under.
- Children aged six to 12yrs will have the opportunity to ride a hot dog loop along the Be Safe Be Seen MAC Stage 6 circuit just hours before the professionals race the final stage of the Santos Tour Down Under.
- 374 people rode in the 2014 Bupa mini tour for kids.

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2015 ASSOCIATED EVENTS & ACTIVITIES continued

Team Presentation & Concert

- The team presentation will be held on Saturday 17 January in the Adelaide City Council Tour Village and is free to attend.
- All riders and team managers will be presented to the public and media for the 2015 Santos Tour Down Under.
- A free concert will take place after the team presentation has concluded. Australian band Sheppard will get the week-long festival of cycling kicked off with a bang as they perform a number of their hits including 'Let Me Down Easy' and 'Geronimo'.

Legends' Night Dinner

- The Legends' Night Dinner will take place at the Adelaide Convention Centre on Saturday 24 January.
- Guests will enjoy a three course meal and beverages while hearing from some of the world's most famous stars of the peloton.
- Three times Tour de France and two times UCI World Road Race Champion, Greg LeMond will travel to the Santos Tour Down Under to be honoured at the Legends' Night Dinner on Saturday 24 January 2015.
- Greg LeMond became the first non-European professional to win the Tour de France in 1986. After a life-threatening gunshot wound during a hunting accident in 1987, he defied all odds by returning to win the Tour in 1989. The next year, 1990, saw Greg once again wearing the Yellow Jersey at the end of the Tour de France, making him one of the greatest cyclists of all time.

Santos Best Dressed Town Competition

- This competition encourages communities, businesses and households to decorate their premises and be a part of the event.
- The competition is open to all towns, business & households along the Stage1-5 race routes.
- Prizes are awarded daily and then an overall winner is crowned at the end of the week.
- McLaren Vale was the overall winner in 2014.

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2015 ASSOCIATED EVENTS & ACTIVITIES continued

Club Tour

Club Tour is the ticket for anyone who is serious about cycling. Allowing people to immerse themselves in the best VIP hospitality packages the Santos TDU has to offer. There are 5 Club Tour options available;

- Platinum Club Tour: VIP Hospitality on 3 stages, official breakfast, Legend's Night Dinner, meet & greet with a pro rider, merchandise pack and much more
- Gold Club Tour (Participation): VIP hospitality on 2 stages, Bupa Challenge Tour and merchandise pack
- Gold Club Tour (Relaxation): VIP hospitality on 2 stages, Adelaide Hills Day Tour and merchandise pack
- Silver Club Tour: VIP Hospitality on 2 stages, official breakfast and merchandise pack
- Bronze Club Tour: VIP Hospitality on 1 stage and merchandise pack

Adelaide City Council Tour Village and Bike Expo

- The Adelaide City Council Tour Village and Bike Expo will be located in the newly re-developed Victoria Square.
- Entry to the Tour Village & Bike Expo is free.
- The outdoor space in the Tour Village will be the hub of the tour. It will be a meeting place for cycling fans, an after work hang out, a place to catch up on the day's racing, to see interviews with cycling stars and try and get an autograph.
- Each day there will be an entertainment program showcasing cycling to the fans.
- Watch team mechanics at work as they prepare the bikes for the upcoming stage and see the riders depart for training rides.
- The bike expo is an interactive, engaging exhibition. Where people can test ride the latest bicycles around the streets of Adelaide, check out the latest cycling gear.
- All official Santos Tour Down Under merchandise can be bought in the Tour Village.

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2014 SANTOS TOUR DOWN UNDER EVENT DETAILS

- 2014 was the 16th year the event was held.
- The 2014 Santos Tour Down Under was held from 19 – 26 January 2014

<u>STAGE</u>	<u>DATE</u>	<u>LOCATION</u>	<u>Distance</u>
People's Choice Classic	Sunday 19 January	Adelaide	50km
Rest Day	Monday 20 January		
San Remo Pasta Stage 1	Tuesday 21 January	Nuriootpa to Angaston	135km
Thomas Foods Stage 2	Wednesday 22 January	Prospect to Stirling	150km
BikeExchange.com.au Stage 3	Thursday 23 January	Norwood to Campbelltown	145km
Bupa Stage 4	Friday 24 January	Unley to Victor Harbor	148.5km
Pure Blonde Stage 5	Saturday 25 January	McLaren Vale to Willunga Hill	151.5km
Be Safe Be Seen MAC Stage 6	Sunday 26 January	Adelaide	85.5km

- The six stages of the event and the preceding People's Choice Classic, traversed 865.5km through metropolitan and regional South Australia.
- More than 762,266 people lined the streets to watch the world's best cyclists in action including 36,817 interstate and international visitors.
- The event generated \$45.9m in economic impact for South Australia.
- The 2014 Santos Tour Down Under generated 26,092 items of media coverage, resulting in a calculated PR value of \$167 million.