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**Press Release**

Office of Economic Development

## FOR IMMEDIATE RELEASE

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# SAN JOSE CYCLING CLASSIC SET FOR MAY

***Multi-day cycling and community events target diverse roster of amateur and professional riders in conjunction with returning Amgen Tour of California***

***“Season of cycling” to promote San Jose Green Vision green mobility***

SAN JOSE, CALIF., MARCH 5, 2010—The ***San Jose Cycling Classic*** will be held May 15-20 throughout San Jose in conjunction with the upcoming ***Amgen Tour of California***. The multi-pronged event will encompass professional, amateur and community cycling activities, including a first-ever ViaVelo, a recreational ride, a non-competitive timed ride, CEO Challenge, cycling instruction and a cycling film night. The week of amateur and professional cycling events is expected to attract more than 5,000 cycling athletes, 20,000 spectators, participants and cycling-related exhibitors.

“Cycling is an important form of alternative transportation, and San Jose’s Green Vision puts San Jose on the path to being a cycling-friendly city,” San Jose Mayor Chuck Reed said. “The San Jose Cycling Classic lets cyclists everywhere know that San Jose and the greater South Bay region is a one of the best places in the world to cycle whether you’re an amateur or a professional.”

The San Jose Cycling Classic will kick off with the ***Mattson Technology San Jose ViaVelo: Urban Free-wheelin’ Fun!*** Co-produced by the Silicon Valley Bicycle Coalition, this kick-off event for a week-long celebration of cycling activities beginning on Saturday, May 15 will include a family fun ride, a geo caching scavenger hunt, community booths, demonstrations, live music and other free activities. The ***Mattson Technology San Jose ViaVelo*** will transform San Fernando Street in Downtown San Jose into a car-free promenade to gather to bike, walk, dance, stroll, play games, just have a great time and enjoy a sunny May day in a care-free environment.

Events such as this have been held all over the world, but have yet to hit San Jose streets until now.

The San Jose Cycling Classic continues with the ***Get Back on Your Bike!*** cycling instruction presentation, noon-1 p.m., Tues., May 18 at the San Jose Dr. Martin Luther King, Jr. Library, 150 E. San Fernando Street. Presented by John Brazil, head of San Jose's Pedestrian & Bicycle Program, this free lunchtime course provides important tips on using the bicycle for recreation and commuting.

On Wed., May 19, San Jose will welcome back ***The King of the Mountain Time Trial Ride***, and a ***CEO Challenge powered by SunPower*** and co-presented by the Silicon Valley Leadership Group for the fourth year in a row. Held on Sierra Road in San Jose, the 3.7 mi. individually timed ride will be held on the same challenging course that the professional cyclists will tackle during the ***Amgen Tour of California*** later in the day. Beginning at the base of Sierra Road, participants will bike to the top where a VIP brunch will be served. While at the top, participants will also be able cheer on the professional cyclists as they ride their way through Stage 4 of the ***Amgen Tour of California***, also taking place on Wed., May 19.

With a race start at 11 a.m., Wed., May 19, at Park Ave. and Almaden Blvd., San Jose will be a host city for the ***Amgen Tour of California*** for the fifth year in a row—one of the few cities in California to be able to stake this claim. And, San Jose will, for the second time, serve as a start city to one of the most challenging legs of the race. Festivities, beginning at 9 a.m., will include a healthy lifestyle festival and “autograph alley,” a designated area where cycling fans will have the opportunity to meet their favorite riders, including Lance Armstrong, who is taking part in the ***Amgen Tour of California*** as a member of the Radio Shack Cycling Team, and who is considered to be one of the greatest cyclists of all time.

The San Jose Cycling Classic concludes with a special free ***San Jose Cycling Classic Film Night*** at 7 p.m., Thurs., May 20, Camera 12, 201 S. Second Street.

For a complete schedule, and registration and registration information, visit [www.sanjoseclassic.com](http://www.sanjoseclassic.com)

For more information about sponsorship opportunities, please contact Tricia Fornesi, 408.277.5144, ext. 33, or [tricia.fornesi@sanjoseca.gov](mailto:tricia.fornesi@sanjoseca.gov).

For more information on the Amgen Tour of California, please visit [www.amgentourofcalifornia.com](http://www.amgentourofcalifornia.com)

#### **ABOUT MATTSON TECHNOLOGY, INC.**

Mattson Technology, Inc. is the leading supplier of dry strip equipment and the second largest supplier of rapid thermal processing equipment in the global semiconductor industry. The company's strip and RTP equipment utilize innovative technology to deliver advanced processing performance and productivity gains to semiconductor manufacturers worldwide for the fabrication of current- and next-generation devices. For more information, please contact Mattson Technology, Inc., 47131 Bayside Parkway, Fremont, Calif. 94538. Telephone: (800) MATTSON/(510) 657-5900. Fax: (510) 492-5911. Internet: [www.mattson.com](http://www.mattson.com).

#### **ABOUT SUNPOWER**

SunPower Corporation (Nasdaq: SPWRA, SPWRB) designs, manufactures and delivers high-performance solar-electric systems worldwide for residential, commercial and utility-scale power plant customers. SunPower high-

efficiency solar cells and solar panels generate up to 50 percent more power than conventional solar technologies and have a uniquely attractive, all-black appearance. With headquarters in San Jose, Calif., SunPower has offices in North America, Europe, Australia, and Asia. For more information, visit <http://www.SunPowercorp.com>.

#### **ABOUT SILICON VALLY BICYCLE COALITION**

The Silicon Valley Bicycle Coalition (SVBC) promotes the bicycle for everyday use because they see bicycling as a central solution to the environmental, health, and social problems facing our planet. As the world becomes more aware of the climate problems caused by pollution from the transportation sector, the Silicon Valley Bicycle Coalition points to bicycling as a very clean and healthy transportation solution. Their programs encourage bicycle and motorist awareness and teach bicyclists safe traffic riding skills. They advocate for more bicycle friendly roads and connecting the trails across the region. SVBC volunteers <http://bikesiliconvalley.org>.

#### **ABOUT SILICON VALLEY LEADERSHIP GROUP**

The Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents 285 Silicon Valley employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley. For more information, visit [www.svlg.net](http://www.svlg.net).

#### **ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT**

The San Jose Cycling Classic is being produced by the City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office—which includes the San Jose Office of Cultural Affairs—guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, [www.sjeconomy.com](http://www.sjeconomy.com).

#### **ABOUT SAN JOSE'S GREEN VISION**

On October 7, 2007, Mayor Chuck Reed introduced San Jose's Green Vision, which sets 10 ambitious goals for environmental protection and economic development. This 15-year plan envisions: creating 25,000 Clean Tech jobs; building or retrofitting 50 million square feet of green buildings; installing 100,000 solar roofs (1/10 of Governor Arnold Schwarzenegger's 1 million solar roofs for California initiative); reducing per capita electricity use by half; becoming a zero waste city; recycling and reusing 100 percent of the city's water; and moving to 100 percent renewable energy. A key part of the San Jose Green vision is the creation of a Green Mobility system—an integrated and sustainable way to get from place to place. Cycling plays a significant part in making this happen. The City, recognized by the League of American Bicyclists with National Bicycle Friendly Community Award, has more than 38,000 bike commuters traveling on more than 150-miles of on-street bikeways. The City offers ongoing bike commuting classes to ensure all have access to key safety training and help transition commuters from cars to bikes. San Jose is in the midst of expanding its bikeways, including a network of trail systems, allowing residents to travel more easily by bicycle, as well as encourage exploration and education about our natural habitat so residents better understand the benefits of a healthy environment and value its preservation. For more information, visit [www.sanjoseca.gov/greenvision/](http://www.sanjoseca.gov/greenvision/).

#### **ABOUT THE CITY OF SAN JOSE**

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10<sup>th</sup> largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. According to the City of San Jose's Department of Transportation, San Jose has more than 38,000 bike commuters traveling on more than 150-miles of on-street bikeways, which helped earn the city a National Bicycle Friendly Community Award from the League of American Bicyclists. In addition, the city has one out of only 19 velodromes in the United States. Funds raised from the San Jose Cycling Classic will be earmarked to enhancing, building and maintaining the South Bay's public cycling infrastructure and promoting cycling safety and Fit for Learning, a program provided by the Santa Clara County Office of Education (SCCOE) in cooperation with Healthy Silicon Valley that addresses the crisis of childhood obesity and is a multi-faceted initiative that will increase physical activity and encourage healthy nutrition among elementary school students in Santa Clara County. For more information, visit, [www.sanjoseca.gov](http://www.sanjoseca.gov).

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