



Tour de France Challenge 2005 Fact Sheet

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HOW IT STARTED...

*From Cadillac Mountain in Maine's Arcadia National Park to the roads of France,
Meet Kevin Mahaney and his inspirational 2,241 mile journey to Paris' Champs-Elysées*

At home in Portland, Maine, Kevin Mahaney watched in awe on TV with his family and friends, as professional American cyclists Lance Armstrong and Tyler Hamilton tore across the flatlands and up the high alpine passes of France on their way to Paris during the 2002 Tour de France. Inspired by these two cyclists' sheer talent and endurance, Kevin rented a bike the very next day and headed to Cadillac Mountain in Arcadia National Park (at 1,532 feet, the highest point along the North Atlantic seaboard). Kevin described his 3.5 mile long ascent to the top as "a near death experience." Regardless of his first climbing experience, Kevin set a three-year plan to get into cycling shape, bought a bike and started training. A year later, in 2003, he hired a personal coach in preparation to ride the epic race of his dreams, the Tour de France. In 2005, Kevin approached Destination Cycling to transform his dream into a reality with travel, team and technical support.

On June 30, 2005, Kevin will begin his personal journey in the *Tour de France Challenge (TDFC)*. He has graciously turned his ride into a fundraising vehicle to raise money and awareness for the Tyler Hamilton Foundation and the Lance Armstrong Foundation. He hopes to inspire others as Tyler and Lance have inspired him. Kevin has experienced first-hand how multiple sclerosis and cancer can affect people's lives and those around them. In 1993, Kevin survived cancer. In addition, his god-daughter's grandfather suffers from multiple sclerosis.

Besides underwriting all trip expenses, Kevin has personally donated to the *TDFC*. Destination Cycling has matched Kevin's donation of \$1 per kilometer. Kevin and Destination Cycling invite you to join Kevin in his journey to Paris by raising money and awareness for these two amazing charities! With Kevin, we hope we have inspired you to help others!

OTHER KEVIN MAHANEY FACTS THAT MIGHT SURPRISE YOU

Kevin Mahaney, 43, is no stranger to athletic challenge. In 1992, he won an Olympic Silver Medal in sailing and the prestigious title of Rolex Yachtsman of the Year. In 1995, he founded and skippered the America's Cup syndicate "Young America." Soon after that, he began snowboarding and succeeded in becoming National Champion in his age-group. Kevin is a high school graduate of the Holderness School (as is Tyler Hamilton). He completed his undergraduate studies at Middlebury College in 1985 where he also won an All-American selection in lacrosse. He went on to earn an MBA from the University of Chicago School of Business in 1987. In 1996, he was awarded the honorary degree of Doctor of Law from Thomas College. Kevin lives in Greenwich, Connecticut, with his wife, Diana, and three sons, Chris, 16, Chan, 14, and Nic, 11. He is President and CEO of The Olympia Companies, based in Portland, Maine.

JUST THE FACTS

- WHAT:** Destination Cycling's **Tour de France Challenge 2005 (TDFC)** is a fundraising event benefiting both the Tyler Hamilton Foundation and the Lance Armstrong Foundation. Kevin Mahaney, Destination Cycling's client and cancer survivor, has committed to cycle every kilometer of the 2005 Tour de France. In addition to sponsorship, Destination Cycling will provide Kevin with team and technical support during the ride.
- WHEN:** Thursday, June 30 – Saturday, July 23, 2005
- WHERE:** The TDFC will follow the same exact route as the 2005 Tour de France, covering all 21 stages and a total distance of 3,606 kilometers. Kevin and his team will ride the route the day before the professional peloton. Beginning in Fromentine and ending in Paris, these 21 stages include the following profiles: 9 flat stages, 3 medium mountain stages, 6 mountain stages, 2 individual time-trial stages, and 1 team time-trial stage.
- TEAM:** 9 riders (Kevin Mahaney plus 8 riders)
Special guest celebrity riders (former professionals)
1 director, 1 coach, 1 mechanic, 3 soigneurs, 1 chef, 1 operations and translator
2 vans, 1 lead car
- CHARITIES:** Tyler Hamilton Foundation, www.tylerhamiltonfoundation.org
Lance Armstrong Foundation, www.laf.org
- HOW:** Kevin Mahaney is funding the event personally, including all trip expenses: transportation, lodging, food, staff expenses, etc. All money raised from corporate and individual support will go to THF and LAF, net expenses and fees* to operate the campaign. *Expenses and fees include the following: administrative, advertising, and fundraising (online donation website and credit card processing). All expenses and fees not to exceed 25%.
- DONATE:** Supporters may donate online at <http://www.active.com/donate/tdfchallenge2005>

ABOUT THE CHARITIES

About the Tyler Hamilton Foundation

The Tyler Hamilton Foundation's (THF) mission is to provide opportunity and access for individuals affected by multiple sclerosis and aspiring young athletes with a passion for cycling. For more information, visit www.tylerhamiltonfoundation.org.

About the Lance Armstrong Foundation

The Lance Armstrong Foundation (LAF) believes that in your battle with cancer, unity is strength, knowledge is power and attitude is everything. From the moment of diagnosis, we provide the practical information and tools you need to live strong. For more information, visit www.laf.org and www.LIVESTRONG.org.

ADDITIONAL INFORMATION

Additional *Tour de France Challenge 2005* information, including daily updates and photos from the roads of France will be available online at www.destinationcycling.com/tdfchallenge2005.