



State Capitol
Room 224
Jefferson City, MO 65101

PETER KINDER
Lieutenant Governor

Contact: Gary McElyea
573-751-1088
Gary.McElyea@ltgov.mo.gov

News Release

FOR IMMEDIATE RELEASE

April 1, 2009

Tour of Missouri Featured on Cover of 2009 AT&T Phonebooks

ST. LOUIS – Lt. Governor Peter Kinder today joined AT&T Missouri President Dave Nichols to unveil the cover of the 2009 AT&T Real White Pages telephone directory. The new cover proudly displays the route of the 2009 Tour of Missouri professional cycling race.

“This unique partnership with AT&T will help spread the message about the largest sporting event ever held in Missouri,” said Lt. Governor Kinder. “Over the course of the past two years, the Tour of Missouri generated over \$60 million in economic impact for communities throughout our state. With the continued support of great partners like AT&T, we look forward to the 2009 Tour of Missouri exceeding all expectations.”

AT&T is a key partner in the sponsorship of the annual cycling event.

The 2009 Tour of Missouri is featured on the cover of the new 2009 AT&T Real White Pages directory serving the city of St. Louis and parts of St. Charles. The tour is also featured on four suburban directories serving specific areas of St. Louis County. Delivery of these directories runs through May 4 and will be available to new residents and businesses throughout the year.

“AT&T is pleased to partner with the Tour of Missouri and feature this world-class event on our directory covers,” said Dave Nichols, president of AT&T-Missouri. “We look forward to connecting Missouri and the world to professional cycling.”

-MORE-

The Tour of Missouri is an elite professional cycling race beginning Sept. 7 in St. Louis and covering more than 600 miles before finishing in Kansas City, Mo. Sept.13. The race, in its third-year, is expected to be even better than previous races as the Tour of Missouri was granted an upgrade to one of the top five ranked events outside of Europe by international and national federations for cycling.

The race will be contested over seven days and seven stages. There will be two circuit races (St. Louis and Kansas City), one individual time trial (Sedalia), and four point-to-point road races (Ste. Genevieve to Cape Girardeau; Farmington to Rolla; St. James to Jefferson City; and Chillicothe to St. Joseph).

“Missouri provides a unique blend of terrain and people for an elite cycling event,” said Steve Brunner, the Tour's marketing director and president of King of the Mountain Sports. “The support of companies endemic to Missouri like AT&T has made this event ultimately successful.”

AT&T Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. The remaining paper fiber comes from residual sawdust created through lumber processing operations.

###