



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

November 12, 2008

### Tour of Missouri to be Featured Nationally on NBC

**JEFFERSON CITY** – Lt. Governor Peter Kinder, Chairman of the Missouri Tourism Commission and Tour of Missouri, Inc., announced today that the 2008 Tour of Missouri professional cycling race will be featured this weekend on NBC's *Jeep World of Adventure Sports* television show.

“This television program provides yet another avenue for us to highlight the success of this year’s race across the nation.” **Lt. Governor Kinder** said. “With the Tour of Missouri’s extensive media partnerships, we are now able to showcase the state of Missouri as a world-class tourist destination.”

*Jeep World of Adventure Sports* is a new action-adventure sports series airing on the NBC Sports network. The show features a number of sporting events from around the world. On Saturday, *Jeep World of Adventure Sports* will showcase behind-the-scenes footage from Team Garmin shot throughout the seven day race. Christian Vande Velde of Team Garmin was the overall winner of the 2008 Tour of Missouri.

An estimated 434,000 spectators took part in the 2008 Tour of Missouri. The total economic impact by spectators during the seven day race was nearly \$30 million.

- MORE -

Following the success of this year's race, the International Cycling Union, the sanctioning body for professional cycling, raised the ranking of the Tour of Missouri to a prestigious 2.HC ranking, making the event one of the top stage races for elite athletes around the world. This status also makes the Tour of Missouri one of only three 2.HC races in the Northern hemisphere and will help in making the race more appealing to cyclists, tourists and corporate sponsors.

The *Jeep World of Adventure Sports* broadcast will air from 1:30 – 3:00 p.m. on Saturday, November 15 (check your local listings).

Online at: [www.worldofadventuresports.com](http://www.worldofadventuresports.com) and [www.tourofmissouri.com](http://www.tourofmissouri.com).

# # #