



EXPERIENCE THE ESSENCE OF THE TOUR DE FRANCE IN FOLSOM, CALIFORNIA WITH L'ÉTAPE CALIFORNIA BY LE TOUR DE FRANCE

Public Ride Set for Sept. 2 – Registration Now Open

LOS ANGELES, Calif. & PARIS, France– The annual L'Étape California by Le Tour de France, a mass participation bike ride produced by the operators of the Amgen Tour of California, AEG, and A.S.O., owner and operator of the Tour de France will take place in Folsom Sept. 2 (the Sunday of Labor Day weekend). Open to the public and road riders of all skill levels, registration is now open for this Folsom-first holiday weekend event which begins on Saturday, Sept. 1 – a day filled with French food, sights, appearances from cycling legends, and family cycling fun – followed by the L'Étape ride on Sunday, Sept. 2. Emmanuel Lebrun-Damiens of the Consulate General of France in San Francisco will join for the Tour de France inspired event, riding and taking part in awards presentation.

Sept. 1 will be a cycling-filled day before the ride. Participants will be able to walk through the Cycling and Active Lifestyle Expo to experience family-friendly activities and vendor booths. Attendees can visit the traveling Tour de France Museum to see race visuals through a virtual reality experience, and ask questions to a Tour de France legend in a public Q and A session. Other offerings include French food, a look into French culture and a Tour de France stage or movie screening. During the ride on Sept. 2, awards such as King and Queen of the Mountain and Classics awards will be presented for the best overall climbing times. All finishers of the fully supported ride will receive a participation medal, post-ride meal and entertainment, photos and more. Similar to last year when the event took place in Mt. Baldy, Calif., winners of the climbing competition will be eligible to earn a trip to France to represent California and show their skills at the original Etape du Tour ride in summer 2019.

Folsom is widely considered the premier cycling destination in the CA Sierra foothills. A “fan favorite” city, conveniently located adjacent to Highway 50 and about an hour from Lake Tahoe, Folsom offers a diversity of world class cycling experiences along with many visitor amenities. From the popular “Around the Lake” ride, a 50-mile course with beautiful water views leading to the Gold Country foothills or the 32-mile American River Bike Trail from Folsom to Sacramento, scenic trails are a Folsom specialty! A popular post ride activity is water fun including stand up paddle boarding or kayaking on Lake Natoma or wakeboarding on Folsom Lake. End your day with a cold one at a Historic Folsom wine bar or brew pub along with shopping and 30+ restaurants.

“The City of Folsom is incredibly proud to host L'Étape California by Le Tour de France. This world-class event brings national and international awareness to Folsom’s world-class cycling routes, iconic landmarks, distinctive scenery and bike-friendly community,” said Mayor Steve Miklos. “It will be a cycling double header this year with the professional Amgen Tour of California race in May followed by the L'Étape public ride in the fall. The City, our partners and avid cycling community look forward to welcoming competitors and spectators to Folsom.”

L'Étape California by Le Tour de France is a ride designed to challenge cyclists on a course comparable to an Alps Mountain stage of the world’s most well-known cycling race. The second annual L'Étape California by Le Tour de France will take riders on a scenic hilly ride through the Sierra foothills in a region known for warm summer weather and sunshine. New for 2018, two route distances will be offered: riders can experience the full ride through 90 miles 7,500 feet of climbing, or the short ride through 50 miles and 4,000 feet of climbing to navigate the scenic vistas of Folsom, an active community at the base of the Sierra Foothills which is well known for cycling



and running. In May, Folsom will play host to the Stage 6 start of the 2018 Amgen Tour of California professional cycling race, which runs May 13-19.

The Etape by Le Tour de France Ride Series encourages cyclists around the world to experience a course comparable to a legendary Tour de France stage in 12 international locations including Australia, Brazil, China, Colombia, Costa Rica, Korea, United Kingdom, Mexico, and Taiwan. The original L'Étape du Tour ride, the premier mass participation race in Europe, was established in 1993 and has grown to one of the sport's biggest annual rides with over 15,000 riders. Though the course changes annually, the ride is always a goal of passionate Tour de France fans as they get to experience the roads just days before the professional riders.

[Registration](#) opens today to the general public.

Registration, packages and upgrades: www.letapecalifornia.com

Facebook: facebook.com/LEtapeCalifornia

Instagram: @letapecalifornia

Jersey art available by request.

About ASO

With the Tour de France, one of the most followed international sporting events, prestigious classics such as Paris-Roubaix, Liège-Bastogne-Liège, the Flèche Wallonne and Paris-Tours plus stage races such as Paris-Nice, the Critérium du Dauphiné and the Vuelta a España, A.S.O. is the world leader in bicycle race organisation with 100 days of competition each year. The globalization of cycling is one of its major areas of development. With the Tours of Qatar, Oman, and Yorkshire, the Arctic Race of Norway and the organisation of the Tour of California, A.S.O. continues to energetically contribute to the growth of cycling as an example of sustainable transportation for city centres.

About AEG

Headquartered in Los Angeles, California, AEG is the world's leading sports venue and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Presents**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; AEG Sports, which is the world's largest operator of sports franchises and high-profile sporting events; and **AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at www.aegworldwide.com.



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