



CALENDAR ANNOUNCEMENT

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6th Annual Tour de Scottsdale expecting almost two thousand riders

DC Ranch designates McDowell Sonoran Conservancy lifetime beneficiary, secures permanent event date

SCOTTSDALE, Ariz. (Jan. 27, 2009)– Cyclists are already training for the **6th Annual Tour de Scottsdale**, which will launch from Market Street at DC Ranch on **Sunday, Oct. 4, at 7 a.m.** Almost two thousand cyclists are expected to participate in the 70-mile bicycling event that winds through Scottsdale, Phoenix, Cave Creek, Carefree, and Fountain Hills, with every mile benefiting the McDowell Sonoran Conservancy. A 2.5-mile Family Fun Ride allows even the youngest competitors to join in the Tour, which is sponsored by DC Ranch Community Council.

“As a commitment to the mountain range of which our community is a part, DC Ranch has dedicated its annual cycling event to the McDowell Sonoran Conservancy in perpetuity,” said DC Ranch Community Council Executive Director Suzann Walden-Wells. In addition to a permanent beneficiary, the Tour has secured the first Sunday in October as its official date.

The McDowell Sonoran Conservancy is a non-profit organization dedicated to stewardship of the McDowell Sonoran Preserve. October is the 15th annual “McDowell Sonoran Month” and the Tour de Scottsdale is MSC’s biggest event of the month-long celebration. MSC envisions the Preserve at completion to be 36,400-acre (or 57-square mile), protecting as natural, open space nearly one-third of Scottsdale’s 185 square miles.

New to the event this year are purses for pro riders who finish in the top five for both men and women. And as always, the safety of riders is top of mind for Tour producers, who are coordinating with both City and County officials to place DPS officers at each intersection.

The Tour is sanctioned by USA Cycling, an organization that promotes and governs different disciplines of the sport, and works to build the sport of bicycle racing, assist with athlete development and sustain international competitive excellence.

Competitive cyclists and families alike are invited to participate in the Tour.

The Tour de Scottsdale includes:

- **A 70-mile challenging scenic ride**
- **A 2.5-mile Family Fun Ride**, beginning at 9 a.m., is free and allows moms, dads and children to enjoy a taste of the Tour.
- **Five support stations** along the course keep cyclists and their bikes in good shape.
- **The Tour Expo**, beginning at 9 a.m. race day, provides a festive atmosphere of cycling fashion, a beverage garden (opening at 10 a.m.), food, music and fun on Market Street.
- **2009 Tour Launch Party**, details TBA

EVENT DETAILS:

WHAT: 6th Annual Tour de Scottsdale cycling event

WHO: Competitive and non-competitive cyclists, and families

PACKET

PICK-UP: Friday, Oct. 2, 4:00 – 7:00 p.m., Market Street Plaza
Saturday, Oct. 3, 10:00 a.m. – 4:00 p.m./Market Street Plaza

RACE

DATE: Sunday, Oct. 4, 2009

TIME: 70-mile race to begin at 7 a.m.; Family Fun Ride to begin at 9 a.m.; Tour Expo open at 9 a.m.; Beverage Garden 10 a.m.; Awards ceremony to begin at 11 a.m.

WHERE: Market Street at DC Ranch
Southeast corner of Pima Rd. and Thompson Peak Pkwy.

HOW: Register online at dcbadventures.com

COST: Registration fees vary from \$85-\$150 depending on date of registration and either single entry or tandem. Family Fun Ride is free of charge.

PUBLIC

CONTACT: DCB Extreme Adventures at 480-460-5052

About DC Ranch

DC Ranch is a 4,400-acre community located adjacent to McDowell Sonoran Preserve in north Scottsdale. Developed by DMB Associates, Inc., and designed to respect the architectural and environmental integrity of the region, the community is now celebrating 10 years of engaged desert living. DC Ranch was ranked “Best Family-Friendly” neighborhood by Phoenix Magazine in May 2008. For information about DC Ranch, contact the Ranch Offices on Market Street at 480.513.1500.

About DC Ranch Community Foundation

DC Ranch developers DMB Associates, Inc. along with the Kemper & Ethel Marley Foundation, established the DC Ranch Community Foundation in 1998. Its mission is to enhance the sense of community within DC Ranch; enhance the educational opportunities for the public and

students in the area; and promote the preservation and stewardship of public spaces within the DC Ranch community. The Foundation also sponsors cultural, artistic and civic and recreational activities and supports community volunteerism by matching interested residents with local volunteer opportunities.

About McDowell Sonoran Conservancy

Since its founding in 1990, the McDowell Sonoran Conservancy has championed the need for, establishment of, and safe public access to Scottsdale's McDowell Sonoran Preserve. The Conservancy works with the City of Scottsdale to: ensure completion, management and public appreciation of the Preserve; educate residents and visitors about the Preserve's environmental and archaeological significance; ensure the public has appropriate access to the land they have repeatedly voted to protect.