



News From the Pittsburgh 250 News Bureau

For Immediate Release

Editor's Note: Please use "American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5" on first reference.

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Highmark Healthy High 5 Finish Line Festivals Dot Tour of Pennsylvania Race Route

Events Promote Children's Health and Wellness Through Physical Activity, Nutrition

PITTSBURGH, May 15, 2008 – Highmark Healthy High 5 Finish Line Festivals are planned in five of the six stage stops of the American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5.

The Tour of Pennsylvania is a signature event of Pittsburgh 250, the yearlong celebration of the 250th anniversary of the naming of Pittsburgh. Sanctioned by the International Cycling Union, the six-day stage race covers approximately 450 miles of Pennsylvania's rolling hills and city streets from June 24 – June 29, 2008.

Finish Line Festivals, which are free and open to the community, will be held in Carlisle, Bedford, Latrobe, Pittsburgh's South Side and Downtown Pittsburgh . Each Finish Line Festival will include:

- Five-time national BMX stunt bike champ Mike Steidley, who will perform his bike stunts throughout the day.

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- Minutes in Motion School Challenge — Pennsylvania students and teachers who take part in the challenge, aimed at encouraging students to spend time participating in their favorite physical activity, are eligible for prizes and giveaways.
- Passport for Prizes — "Passports" are available at each festival. Those who get a passport stamped at the festival become eligible for prizes, including American Eagle Outfitters gift cards, bikes, Tour of PA memorabilia, a VIP photo opportunity with the Tour of PA Best Young Rider, and more.

The festivals provide a front-row seat to the Tour, which features world-class cyclists under 25 years old, as they race to the finish line of each stage. Festival activities are designed to provide fun and engaging activities for kids that promote health and wellness. Along with their families, kids can learn Zumba, a dance-aerobics workout set to Latin music; test their mettle on rotating climbing walls; or try their hand at Dance Dance Revolution, a game that pits players against computer-directed dance steps.

"The Finish Line Festivals are a great way for families and kids to take part in games and demonstrations that show just how much fun it is to be active and eat healthy," said Aaron Walton, senior vice president of corporate affairs at Highmark. "It's also a fantastic way to celebrate Pittsburgh 250 with a front-row seat to watch some of the world's best, young cyclists. Families looking for fun ways to approach a healthy lifestyle will certainly find it through the Tour of Pennsylvania and Highmark Healthy High 5 Finish Line Festivals."

In addition to the many activities offered at each Finish Line Festival, several organizations will have exhibits. For more information about the Finish Line Festivals, visit www.highmarkhealthyhigh5.org/festivals/index.shtml.

About the American Eagle Outfitters Tour of Pennsylvania, presented by Highmark Healthy High 5®

The Tour of Pennsylvania is the world's richest cycling race for elite international cyclists under age 25. The six day, 450-mile stage race takes place June 24 to 29 from Philadelphia to Pittsburgh, featuring 20 teams of six riders each (ages 18 to 24) from around the world. The tour is sanctioned by the International Cycling Union (UCI) and will feature future stars of the Olympics and Tour de France. The race offers a cash prize

list of \$150,000 and will be televised on the Versus cable network, broadcaster of major cycling events including the Tour de France. The Tour of Pennsylvania is being organized by Pittsburgh 250, sponsored by American Eagle Outfitters, the leading lifestyle apparel brand among 15-to-25 year-olds and presented by Highmark Healthy High 5®, which is a five-year, \$100 million children's health promotion initiative of the Highmark Foundation. The initiative's goal is to improve the health of children and adolescents ages 6-18 by providing them with the tools and practices needed to live healthier lives by making informed choices. Highmark Healthy High 5® Finish Line Festivals (which are free and open to the community) will feature health and wellness expos, entertainment, games and prizes at each stage finish. The official AE Tour of Pennsylvania merchandise is being produced by American Eagle Outfitters. The Tour of Pennsylvania is managed by Tour of PA, LLC, a partnership between ISM-USA of Pittsburgh and Pro Cycling Tour, LLC of Audubon, PA. For more information, visit www.tourofpa.com.

About Pittsburgh 250

Pittsburgh 250 is the celebration of the 250th anniversary of the naming of the region in 1758. With the support of business, government and civic leaders from across the region, Pittsburgh 250 has set three goals: Improve awareness of Southwestern Pennsylvania as a global leader in arts, science and quality of life through an integrated regional marketing effort; support the completion of lasting signature projects that connect the region's past to its future; and improve the region's competitiveness for future generations by encouraging grassroots participation in improving communities, attracting visitors, and living healthier lives.

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