



News from the Pittsburgh 250 News Bureau

For Immediate Release

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Five-time National Mountain Bike Champion to Perform at Race Festivals

Mike Steidley to perform stunt show at stops along cross-state race route

PITTSBURGH, June 13, 2008 – Cycling enthusiasts and families alike will have one more thing to look forward to when the American Eagle Outfitters® Tour of Pennsylvania™, presented by Highmark Healthy High 5® rolls across Pennsylvania later this month. National Champion Mountain Bike stunt rider Mike Steidley will perform shows at each of the race's Highmark Healthy High 5 Finish Line Festivals. The technique and daring Steidley shows is sure to grab the attention of everyone in attendance.

Steidley, a member of the U.S. team for seven Mountain Bike World Championship competitions, has won 16 Northeast regional championships and five national championships. Noted as one of the most extreme mountain bike riders in the country, Steidley has traveled the world with his stunt show. He has also made an appearance at the Vans Warped Tour, a very high-profile showcase. His raw talent has attracted crowds of all ages across the country, where he exhibits his physical stamina and mental stability with little more than a mountain bike. This talent is precisely what will drive crowds to each of the Tour's Finish Line Festivals. Steidley will give two demonstrations each day at the Highmark Healthy High 5 Finish Line Festivals.

"Being in the air on my Jamis Mountain Bike gives me an unbelievable rush," Mike Steidley said. "Having the opportunity to bring my stunt show to an event like the Tour of Pennsylvania is really exciting, the demographic draw this event will provide is a great platform to showcase my skills. Furthermore, pairing it with the healthy living theme of the Finish Line festival makes my involvement that much more rewarding."

The Highmark Finish Line Festivals will be set-up at the end of each stage of the Tour of PA, running June 24-29, 2008. Festivals will be held in the following places along the race route: Carlisle, Bedford, Latrobe, SouthSide Works and Downtown Pittsburgh. Highmark Healthy High 5 partners, along with local organizers, will offer activities, performances and demonstrations to help spread the message of living a healthy, active life. Children who participate will be eligible for prizes through the various activities.

For more information on the Highmark Finish Line Festivals and the many other Pittsburgh 250 events taking place throughout the year, please visit www.imaginepittsburgh.com or www.highmarkhealthyhigh5.org/festivals/index.shtml.

Note to Editors: Mr. Steidley is available the week of June 16 for telephone interviews. To schedule, please email pgolden@allegHENYconference.org with your request.

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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