

MEDIA GUIDE

SEE THE REAL SUPERHEROES



tourdownunder.com.au



Santos Tour Down Under
Adelaide 16 – 23 January 2011



Table of Contents

Welcome	5
Media Information	6
• <i>Event Headquarters</i>	<i>6</i>
• <i>Adam Internet Media Centre</i>	<i>6</i>
• <i>Media Team & Contact Details</i>	<i>6</i>
• <i>Media Centre Hours of Operation</i>	<i>6</i>
• <i>Media Briefing & Press Conference</i>	<i>6</i>
• <i>Accreditation Levels</i>	<i>7</i>
• <i>Media Centre Facilities</i>	<i>8</i>
• <i>Race Manuals</i>	<i>8</i>
• <i>Media Refreshments</i>	<i>8</i>
• <i>Event Details</i>	<i>8</i>
• <i>Race Transport</i>	<i>9</i>
• <i>Out on the Route</i>	<i>9</i>
• <i>Following the Race</i>	<i>10</i>
• <i>Post Stage Interviews</i>	<i>10</i>
• <i>Podium Ceremonies</i>	<i>10</i>
• <i>Start Lists</i>	<i>11</i>
• <i>Results</i>	<i>11</i>
• <i>Prize Money</i>	<i>11</i>
• <i>Medical Queries</i>	<i>11</i>
• <i>Official Tour Jerseys</i>	<i>12</i>
• <i>Competing Teams & Website Address List</i>	<i>13</i>
• <i>Event Sponsors</i>	<i>14</i>
• <i>Honour Roll / 1999-2010</i>	<i>15</i>
What's On	16
• <i>Škoda Breakaway Series</i>	<i>17</i>
• <i>Legends' Night Dinner</i>	<i>17</i>
• <i>Adelaide City Council Tour Village</i>	<i>18</i>
• <i>Santos Best Dressed Town Competition</i>	<i>18</i>
• <i>Native Animals in the Tour Village</i>	<i>19</i>
Welcome to Adelaide & Regions	20
Notes	22

Welcome



Welcome to Adelaide and the 2011 Santos Tour Down Under, proudly presented by the South Australian Government and Events South Australia – the major events division of the South Australian Tourism Commission.

The Santos Tour Down Under has grown from its inception in 1999 to become the biggest cycling race in the Southern Hemisphere. The week-long event brings the world's elite teams and cyclists to South Australia to compete in the first UCI WorldTour race of the season.

The number of media attending the Santos Tour Down Under has also grown over time and we look forward to working with all of you during the event.

To ensure the safety and enjoyment of everyone involved with the event, we ask that you observe some simple regulations. The most important is that all media abide by the guidelines relating to access to the race route and in particular the finish line area. The guidelines are in place to ensure the fair and safe running of the event.

The basic guidelines are contained in this guide and will be explained in detail at the **Media Briefing** to be held on **Sunday 16 January**, at **12pm** in Meeting Room B on Level 2 of the Hilton Adelaide. A pre-event **Media Conference** will be held immediately after the briefing.

While every endeavour will be made to facilitate requests for media interviews, the training and preparation commitments of cyclists will take precedence. We also encourage you to liaise directly with the media officers of the respective teams (if attending) to coordinate interviews with their riders.

If after reading this guide you have any questions, the media team will be more than happy to assist.

We hope you enjoy the 2011 Santos Tour Down Under and Adelaide, Australia - the first stop in world cycling.

The Santos Tour Down Under Media Team

Media Information



Event Headquarters

Hilton Adelaide
233 Victoria Square
Adelaide SA 5000

Tel: +618 8217 2000
Fax: +618 8217 2001

Adam Internet Media Centre

Hilton Adelaide
Victoria Room
233 Victoria Square
Adelaide SA 5000

Media Centre Tel: +618 8212 3800
Media Centre Fax: +618 8231 4126

Media Team & Contact Details

Jessica Hurt

PR Manager

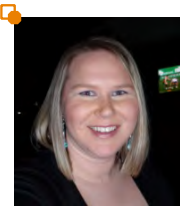
Phone: 0412 784 587



Skye Harwood

PR Coordinator

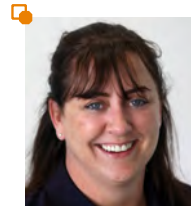
Phone: 0418 849 512



Gennie Sheer

Media Manager

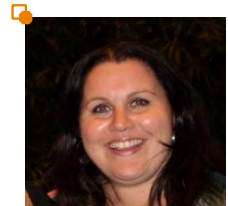
Phone: 0418 863 533



Michele D'Aloia

PR Consultant

Phone: 0417 837 896



Media Centre Hours of Operation

The Santos Tour Down Under Media Centre will be open from Friday 14 January – Sunday 23 January 2011
Hours of operation will be as follows: (*Opening and closing times may vary based on demand.*)

• Friday	14 January	0800-1800	• Wednesday	19 January	0800-2200
• Saturday	15 January	0800-2200	• Thursday	20 January	0800-2200
• Sunday	16 January	0800-2200	• Friday	21 January	0800-2200
• Monday	17 January	0800-2200	• Saturday	22 January	0800-2200
• Tuesday	18 January	0800-2200	• Sunday	23 January	0800-1800

Media Briefing & Press Conference

A media briefing for the 2011 Santos Tour Down Under will be held on **Sunday 16 January at 12noon** in Meeting Room B on Level 2 of the Hilton Adelaide. A media conference will be held immediately after the briefing. Accredited media will be advised of any additional press conferences via emailed media alerts and on noticeboards in the media centre.

Accreditation Levels

Accredited media must collect their media accreditation photo ID from the Media Centre, Victoria Room, at the Hilton Adelaide. This accreditation needs to be worn at all times and shown on request to event staff, volunteers and security personnel.

All accredited media will receive a green accreditation pass that allows the wearer access to:

- Media Centre (Victoria Room, Ground Floor, Hilton Adelaide)
- Official Media Conferences (Meeting Room B, Level 2, Hilton Adelaide)
- Escorted entry into the Adelaide City Council Tour Village (to request entry media must see the media team in the Media Centre or call 8212 3800 – a minimum of 30 minutes notice must be given)
- Dedicated barriered media area near the start and finish line of each stage, including media deck at Cancer Council Classic and Stage 6.
- Access to the team vehicle areas at the start and finish locations for pre/post interviews with cyclists

Additional levels of accreditation (armbands) have been allocated to eligible media. Armbands must be worn WITH the green accreditation pass, and allow the following additional access:

Eligible Journalists - Blue armband:

- Live Stages (Cancer Council Classic, Jayco Stage 5, Stage 6) – No access to the road for stage finish, however immediate access will be granted for blue armband wearers to the road at the end of race to allow access to team vehicle areas for post-race interviews
- Stages 1-4 - Dedicated area on road for stage finishes
- Dedicated area at each finish behind presentation stage for rider interviews
- Unaccompanied access to the Adelaide City Council Tour Village

Eligible Photographers - Red or Green armband:

- Dedicated areas on road for stage finishes
- Dedicated area in front of podium for stage presentations
- Unaccompanied access to the Adelaide City Council Tour Village

Important note for armband holders – At the end of each stage, the host TV crew has priority access for the first interview with the Stage winner / Tour leader (or Stage winner and overall winner on Stage 6). All other media must stay clear until this interview is completed. Media identified as not respecting this request will forfeit their armband or, if the infringement occurs on the final stage might be denied an armband for the 2012 event.

Host TV crew accreditation:

Crew working for the host broadcaster Eurocam/SBS will wear **red accreditation passes**. This gives them access to:

- Media Centre (Victoria Room, Ground Floor, Hilton Adelaide)
- Official Media Conferences (Meeting Room B, Level 2, Hilton Adelaide)
- Unaccompanied access to the Adelaide City Council Tour Village
- All areas on site at start and finish locations

We seek your cooperation in ensuring the accreditation guidelines are respected. The safety of those involved in the race is our prime concern. A breach of the guidelines, acting in a manner contrary to the smooth running of the event or refusal to follow the reasonable direction of the race organisers, race security staff or South Australian Police will result in the forfeit of your accreditation.

Media Centre Facilities

Facilities available to accredited media in the Media Centre include:

- Internet access – cable and WiFi
- Photocopiers
- Facsimiles
- Limited desktop computers and printers
- Official results and race information
- Help Desk
- Notice boards – please refer to the notice boards for updates and general information throughout the race

Please note there are limited workspaces in the Media Centre and in the event of overcrowding the Media Centre Team reserve the right to allocate workspaces at their discretion.

There are NO media working facilities at stage start or finish locations.

Race Manuals

A Race Manual will be issued to red, green and blue armband level accredited members of the media. Only a limited number of Race Manuals have been printed so we suggest you put your name on it and don't lose it. If you lose your Race Manual we will NOT be able to replace it for you. The official souvenir event program is available in the Media Centre for all media and also contains stage maps and information.

Media Refreshments

Refreshments, including beer, wine, soft drinks, tea and coffee will be available ONLY to accredited media personnel using the Media Centre. The refreshments are provided by our sponsors Jacob's Creek, Coca-Cola, Lion Nathan and Hilton Adelaide. Please note alcoholic beverages are not be taken from the Media Centre.

Alcoholic beverages are not available prior to **4pm**. Before this time, the bar is closed. The Santos Tour Down Under encourages people to drink in moderation.

Event Details

Stage	Date	Time*	Details	KM
• Cancer Council Classic	Sun 16 January	6:45pm - 7:45pm	<i>Rymill Park Adelaide</i>	51km
• <i>Rest Day</i>	<i>Mon 17 January</i>			
• IG Markets Stage 1	Tues 18 January	11:00am – 2:30pm	<i>Mawson Lakes to Angaston</i>	138km
• IG Markets Stage 2	Wed 19 January	11:00am – 2:20pm	<i>Tailem Bend to Mannum</i>	146km
• Colemans Group Stage 3	Thurs 20 January	11:00am – 2:40pm	<i>Unley to Stirling</i>	129km
• Mutual Community Stage 4	Fri 21 January	11:00am – 3:10pm	<i>Norwood to Strathalbyn</i>	124km
• Jayco Stage 5	Sat 22 January	11:00am – 2:40pm	<i>McLaren Vale to Willunga</i>	131km
• IG Markets Stage 6	Sun 23 January	1:15pm - 3:15pm	<i>Elder Park Adelaide</i>	90km
Total Santos Tour Down Under Distance				758km

* Race finish times are approximate.

Race Transport

Members of the media who have been allocated places in official race transport will be issued with a transport schedule.

Contact numbers for the drivers of all vehicles will be included with the transport schedule.

If you are late and your transport has departed you will need to make your own way to the stage start.

If for any reason you cannot utilise a place allocated to you on any given day please advise a member of the Media Centre staff **AND** your allocated driver as soon as possible. Also please advise the Media Centre if you arrange to travel in another race vehicle in the event we need to locate you during the day.

Media are not permitted to travel in Commissaire's vehicles.

Only a limited number of media are able to travel in transport provided by the race and the allocation of places is at the sole discretion of the race organisers.

Official race transport does not operate for the Cancer Council Classic or Stage 6 of the Santos Tour Down Under.

Out on the Route

During all stages media are requested to respect the safety guidelines contained within the race program. These include:

- Follow the instructions of all tour staff, marshals and the South Australian Police. They are there to make the race safe and enjoyable for everyone.
- If you stop along the race route to view or photograph the action please ensure your vehicle is parked well off the road.
- PLEASE STAY WELL BACK FROM THE ROAD when the competitors and race vehicles pass you.
- The weather in January is traditionally hot so please wear a hat, use 30+ broad-spectrum sunscreen, stay in the shade and drink lots of water.



Following the Race

The Santos Tour Down Under will be run under 'rolling road closures' managed by the South Australian Police. This means the road will close ahead of the race and reopen after the last race vehicle has passed through. AT NO TIME WILL PRIVATE VEHICLES BE ALLOWED TO JOIN THE RACE CONVOY.

- Only designated official race vehicles are permitted to travel in the race convoy the head of which is the lead vehicle with the end being marked by the green light vehicle.
- Media vehicles are not permitted to overtake the peloton. Official media cars 1 to 5 may, only after gaining permission from the commissaries travelling with the group, overtake small lead groups when it is safe to do so. This should be done **ONLY** if no other route is available.
- Media who have been issued with windscreen decals have been allocated an area to park at finish of stages 1 to 5. Please follow the directions of the race marshals to access these areas.
- Media without a windscreen decal are not permitted in the official parking areas and should make their own arrangements to park legally and safely.
- If you intend to be at the stage finish, please ensure you allow sufficient time to arrive and park prior to the riders finishing or you may be unable to access the finish area.
- Media must follow the directions of the race marshals, commissaries and South Australian Police at all times.
- On most stages there are alternative routes available that will allow you to view the race before travelling via public roads to get back ahead of the race.

Post Stage Interviews

Formal media conferences will not be held after each stage. However cyclists involved in the podium ceremonies will be directed through a media mixed zone open to accredited journalists (with armbands). Media staff will be on hand to assist.

Media unfamiliar with cycling are advised to directly approach any other cyclists they wish to interview in the team car parking area.

The **host broadcaster** has first access to the stage winner after they cross the line and at the presentation area. Other media are advised **not** to ask questions or put recording devices in camera shot until the host broadcast interview is **completed**.

Podium Ceremonies

Accredited photographers with armbands will have access to an area directly in front of the podium for jersey and stage winner presentations. These presentations will take place as soon as possible after the conclusion of racing. A member of the event media team will coordinate media requests at the presentation area.

Start Lists

Start lists will be available in the Media Centre and on the website as soon as they are available.

Results

Provisional results will be available in the Media Centre as soon as possible after the completion of each stage. Media are advised to return to the Media Centre to collect results or telephone the Media Centre if you are compiling your stories in an alternate location.

For those with **urgent deadlines only** please contact the Media Centre (+61 8 8212 3800) to request to be sent an SMS with the results précis. This will be available approximately 20 minutes after each stage finish.

Official results will be available in the Media Centre as soon as they are issued and will be posted on the official event website – <http://www.tourdownunder.com.au>

Prize Money

A breakdown of the prize money on offer during the 2011 Santos Tour Down Under can be found in the Race Manual.

Medical Queries

Medical personnel working at the 2011 Santos Tour Down Under are not permitted to comment to the media regarding the injuries or medical condition of cyclists or race personnel. If information or an official comment is required media should direct their enquiries to the Media Centre Team.

Official Tour Jerseys

The following Official Tour Jerseys are awarded to riders throughout the event:

Santos Ochre Leader's Jersey



Awarded to the leader of the general classification after each stage. The general classification leader is the one with the lowest cumulative time. The ochre (orange) jersey

is also awarded to the overall winner of the Santos Tour Down Under at the end of the six days of racing.

Škoda King of the Mountain Jersey



Awarded at the end of each stage to the rider who has the highest number of mountain points after each stage. Points are awarded to the first five riders over the

summit of designated climbs.

Jayco Sprint Jersey



Awarded to the rider who has the highest number of sprint points after each stage. Points are awarded to the first three riders to cross the line at designated sprints during each

stage (3, 2,1) and at each stage finish (6, 4, 2).

Cycle Instead Young Rider Jersey



Awarded to the young rider (under 25 years of age) who is ranked highest on the general classification after each stage.

Hindmarsh Most Aggressive Rider Jersey



Awarded to the rider who is judged to have instigated the most attacks or assisted their teammates to the best advantage during each stage.

SA Brilliant Blend Winning Team Jersey



Awarded to the team with the lowest cumulative time at the end of the Tour. The winning team is determined by adding together the times of the first four team riders each day.

Competing Teams & Website Address List

The teams competing in the 2011 Santos Tour Down Under are:

Team	Website
• AG2R La Mondiale	www.cyclisme.ag2rlamondiale.fr
• BMC Racing Team	www.bmc-racing.com
• Euskaltel Euskadi	www.fundacioneuskadi.com
• Garmin-Cervélo	www.slipstreamsports.com
• HTC Highroad	www.highroadsports.com
• Katusha	www.katushateam.com
• Lampre-ISD	www.lampre-ngc.com
• Luxembourg Pro Cycling Project	www.leopard.lu
• Liquigas-Cannondale	www.teamliguigas.com
• Movistar Team	<i>not available</i>
• Omega Pharma-Lotto	www.davitamon-lotto.com
• ProTeam Astana	www.astana-cyclingteam.com
• Quick Step Cycling Team	www.quickstepcycling.eu/en
• Rabobank Cycling Team	www.rabosport.nl
• Team RadioShack	www.livestrong.com/teamradioshack
• Saxo Bank Sun Guard	www.teamcsc-saxobank.com
• Sky ProCycling	www.teamsky.com
• Vacansoleil-DCM Pro Cycling Team	www.vacansoleilprocyclingteam.com
• UniSA-Australia (National Team)	www.unisa.edu.au/tdu

Organisation	Website
• UCI (International Cycling Union)	www.uci.ch
• Cycling Australia	www.cycling.org.au

Event Sponsors

Category	Title
Event Name	<ul style="list-style-type: none">• Santos Tour Down Under
Festival Name	<ul style="list-style-type: none">• Santos Festival of Cycling
Official Jerseys	<ul style="list-style-type: none">• Santos Ochre Leader's Jersey• Skoda King of the Mountain Jersey• Jayco Sprint Jersey• Cycle Instead Young Rider Jersey• Hindmarsh Most Aggressive Rider Jersey• Brilliant Blend Winning Team Jersey
Official Stage Names	<ul style="list-style-type: none">• Cancer Council Classic• IG Markets Stage 1• IG Markets Stage 2• Colemans Group Stage 3• Mutual Community Stage 4• Jayco Stage 5• IG Markets Stage 6
Public Participation Events	<ul style="list-style-type: none">• Skoda Breakaway Series• Mutual Community Challenge Tour presented by The Advertiser• Mutual Community mini tour for Kids presented by UniSA
Australian National Team	<ul style="list-style-type: none">• Team UniSA - Australia
Tour Parade	<ul style="list-style-type: none">• Skoda Tour Parade
Tour Village	<ul style="list-style-type: none">• Adelaide City Council Tour Village
Feed Zones	<ul style="list-style-type: none">• Powerade Hydration Stations
Best Dressed Town Competition	<ul style="list-style-type: none">• Santos Best Dressed Town Competition

Honour Roll / 1999-2010

	Santos Overall Winner	Jayco Sprint	Škoda King of the Mountain	South Australia. A Brilliant Blend. Winning Team	Cycle Instead Young Rider
2010	Andre Greipel (GER) HTC-Columbia	Andre Greipel (GER) HTC-Columbia	Thomas Roheregger (AUT) Milram	Ag2r La Mondiale	Jürgen Roelandts (BEL) Omega Pharma-Lotto
2009	Allan Davis (AUS) Quick Step	Allan Davis (AUS) Quick Step	Markel Irizar (ESP) Euskaltel Euskadi	Francaise des Jeux	Jose Joaquin Rojas Gil (ESP) Caisse d'Epargne
2008	Andre Greipel (GER) Team High Road	Andre Greipel (GER) Team High Road	Philippe Gilbert (BEL) Francaise des Jeux	Francaise des Jeux	Jose Joaquin Rojas Gil (ESP) Caisse d'Epargne
2007	Martin Elmiger (SUI) AG2R-Prévoyance	Laurent Brochard (FRA) Bouygues Télécom	Serge Pauwels (BEL) Chocolade Jacques	southaustralia.com- AIS	Simon Clarke (AUS) southaustralia.com-AIS
2006	Simon Gerrans (AUS) AG2R-Prévoyance	Allan Davis (AUS) Liberty Seguros Würth	Cadel Evans (AUS) Davitamon-Lotto	UniSA Australia	William Walker (AUS) United Water
2005	Luis Leon Sanchez (ESP) Liberty Seguros - Würth	Robbie McEwen (AUS) Davitamon-Lotto	Gene Bates (AUS) UniSA	Liberty Seguros	Luis Leon Sanchez (ESP) Liberty Seguros - Würth
2004	Patrick Jonker (AUS) UniSA	Robbie McEwen (AUS) Lotto	Paolo Tiralongo (ITA) Ceramiche Panaria	UniSA	Philippe Gilbert (FRA) FDJeux.com
2003	Mikel Astarloza (ESP) AG2R Prévoyance	Andrea Tafi (ITA) CSC	Cadel Evans (AUS) Deutsche Telekom	Once- Eroski	Gene Bates (AUS) UniSA
2002	Michael Rogers (AUS) United Water	Robbie McEwen (AUS) Lotto Adecco	Cadel Evans (AUS) Mapei Quick Step	Mapei Quick Step	David McPartland (AUS) United Water
2001	Stuart O'Grady (AUS) Crédit Agricole	Graeme Brown (AUS) United Water	Robert Tighello (AUS) Sunsmart	Crédit Agricole	Gene Bates (AUS) UniSA
2000	Gilles Maignan (FRA) AG2R	Guillaume Auger (FRA) Big Mat	Rene Joergensen (DEN) Memory Card-Jack & Jones	AG2R - Prévoyance	Sandy CASAR (FRA) Francaise des Jeux
1999	Stuart O'Grady (AUS) Crédit Agricole	Brett Aitken (AUS) Palmans	Christian Andersen (DEN) Home Team - Jack & Jones	Home Team - Jack & Jones	Cadel Evans (AUS) Australia

What's On



Sunday 16 January

- Cancer Council Classic , Elder Park – Adelaide 6.45pm
- Team Presentation – 4.30pm Rymill Park
- Media Briefing – 12pm, Level 2, Meeting Room B, Hilton Adelaide
- Media Conference – 12.30pm, Level 2, Meeting Room B, Hilton Adelaide
- Adelaide City Council Tour Village, 8am – 12.30pm, Victoria Square
- Rendition Homes – Santos Women’s Cup Stage 1- Adelaide East End
- Rundle Street Market, 12pm – 9pm, Rundle Street

Monday 17 January

- Rest Day
- Rendition Homes– Santos Women’s Cup Stage 2, Victoria Park, East of Rymil Park/Adelaide East End
- Adelaide City Council Tour Village, 8am – 6.30pm, Victoria Square

Tuesday 18 January

- IG Markets Stage 1, Mawson Lakes to Angaston – 11am
- Tanunda Street Party – 11am-3pm
- Barossa by Bike- 8.30am – 3pm
- The Real Superheroes Start in Salisbury- 8am – 1pm
- Adelaide City Council Tour Village- 4pm – 7pm, Victoria Square

Wednesday 19 January

- IG Markets Stage 2, Tailem Bend to Mannum – 11am
- ‘Take a River Tour’ Festival- Mannum
- Unley Criterium, from 4pm
- Adelaide City Council Tour Village- 3.30pm – 6.30pm, Victoria Square
- Unley Gourmet Gala – 6pm – 10.30pm, King William Road, Unley

Thursday 20 January

- Colemans Group Stage 3, Unley to Stirling – 11am
- Breakfast on King William Road – 8am
- Adelaide City Council Tour Village- 4pm – 7pm, Victoria Square
- ‘Pasta on Parade’ Pre-Tour Carbs Night- 5pm onwards

Friday 21 January

- Mutual Community Stage 4, Norwood to Strathalbyn – 11am
- The Mutual Community Challenge Tour presented by The Advertiser
- Strathalbyn Cycling & Picnic Day- Soldiers Memorial Gardens, Albyn Tce Strathalbyn
- Adelaide City Council Tour Village- 3pm – 10pm, Victoria Square
- Cycling SA Team Series – Round 9 & Street Party – 7pm The Parade, Norwood
- LOVE VELO- 5pm-9pm, McLaren Vale and Fleurieu Information Centre, Main Road McLaren Vale

Saturday 22 January

- Jayco Stage 5, McLaren Vale to Willunga – 11am
- Legends’ Night Dinner – 7.30pm
- Adelaide City Council Tour Village- 4pm – 7pm, Victoria Square

Sunday 23 January

- IG Markets Stage 6, Adelaide City Council Street Circuit – 1.15pm
- Mutual Community mini tour for kids, presented by UniSA – 10am

Škoda Breakaway Series

The Škoda Breakaway Series incorporates the Mutual Community Challenge Tour and The Mutual Community mini tour for kids recreational rides.

Mutual Community Challenge Tour, presented by The Advertiser

Friday 21 January 2011

Norwood - Gumeracha – Balhannah - Macclesfield to Strathalbyn

The Mutual Community Challenge Tour is the official recreational ride of the Santos Tour Down Under. Ride Mutual Community Stage 4, departing only hours before the professional's official race start.

The Mutual Community Challenge Tour is ideal for individuals or social, corporate and sporting teams looking for a challenge with a difference. In 2010, 8099 people participated in the ride from Norwood to Goolwa.

Start	Finish	Distance	Start Time
Norwood	Strathalbyn	135km*	6.30am
Gumeracha	Strathalbyn	91km	7.00am
Balhannah	Strathalbyn	62km	9.30am
Macclesfield	Strathalbyn	35km	10.30am

**135km includes Santos Tour Down Under stage distance of 124km plus 11km race neutral distance.
Entries closed on Friday 7 January 2011. For statistics, please ask the media team.*

The Mutual Community Mini Tour for Kids, Presented by UniSA

Sunday 23 January 2011

Adelaide Street Circuit - from 10am

If your child has what it takes to be the next Santos Tour Down Under champion, let them show their stuff in the Mutual Community mini tour for kids.

Children aged 6-12 can ride a special section of the Adelaide City Council Street Circuit, just a few hours before the world's elite cyclists race the final Stage of the Santos Tour Down Under.

Children will be split into age groups with each age group allocated 20 minutes to ride as many laps of the special mini tour track as they can.

Entry cost \$40 per child.

Registrations closed Friday 7 January 2011.

Legends' Night Dinner

Date: Saturday 22 January 2011

Venue: Adelaide Convention Centre

Time: from 7.30pm

Tickets: \$250 per person.

This is the opportunity to join cycling superstar Lance Armstrong and Mark Cavendish at the Santos Tour Down Under Legends' Night Dinner. The Legends' Night Dinner is an annual event that has become a tradition of the Santos Tour Down Under. Honouring the world's cycling greats, this year the event's MC will be Mark Beretta, Channel Seven's Sunrise program sports anchor.

Adelaide City Council Tour Village

The Adelaide City Council Tour Village has a new outdoor entertainment area featuring daily entertainment including rider autograph sessions, onstage interviews, bar and catering.

On Friday 21 January following the Mutual Community Challenge Tour the village will be open late into the evening and will stage a party with Nova's new Drive program Wippa & Fitzy broadcasting live followed by bands and DJ's. You can also purchase official Santos Tour Down Under merchandise, visit the exhibitions and see the team mechanics at work.

Opening Times

• Cancer Council Classic - Sunday 16 January 2011	8.00am – 12.30pm
• Rest Day - Monday 17 January 2011	8.00am – 6.30pm
• IG Markets Stage 1 - Tuesday 18 January 2011	4.00pm - 7.00pm
• IG Markets Stage 2 - Wednesday 19 January 2011	3.30pm - 6.30pm
• Colemans Group Stage 3 - Thursday 20 January 2011	4.00pm - 7.00pm
• Mutual Community Stage 4 - Friday 21 January 2011	4.00pm - 10.00pm
• Jayco Stage 5 - Saturday 22 January 2011	4.00pm - 7.00pm

Santos Best Dressed Town Competition

The Santos Tour Down Under's Best Dressed Town Competition is a great way for South Australian communities, businesses and households to be a part of the excitement of the Santos Tour Down Under.

The competition celebrates the communities and individuals who add fun and colour to their towns, businesses and homes along the Santos Tour Down Under routes. A judging panel selects a Stage Winner each day and an Overall Winner at the end of the Santos Tour Down Under. Winners receive a prize from Peats Soil and Garden Supplies.

The Santos Best Dressed Town competition is open to ALL towns and suburbs along the race route stages 1 to 5.

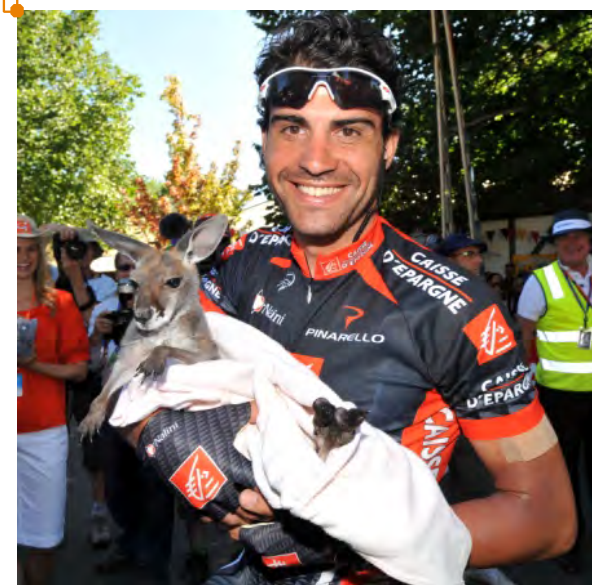
The Santos Tour Down Under congratulates the overall Santos Best Dressed Town Winners:

- 2010 Aldinga Bay (Snapper Point pictured)
- 2009 One Tree Hill
- 2008 Mannum
- 2007 Mannum
- 2006 Stirling
- 2005 Willunga
- 2004 Willunga
- 2003 Willunga
- 2002 Aldinga Bay & Willunga (Joint Winners)
- 2001 Willunga
- 2000 City of Unley & King William Rd Progress Association
- 1999 McLaren Vale



Native Animals in the Tour Village

Santos Tour Down Under riders will have the opportunity to hold and touch native Australian animals in the Adelaide City Council Tour Village on Saturday 15 January 2010 between 5:30pm and 6:30pm. The animals, supervised by keepers from the Urimbirra Wildlife Park, will be available for photo and vision opportunities.



Welcome to Adelaide & Regions



Adelaide is South Australia's capital – a vibrant, original and stylish city of more than 1.1 million people known for its easy mix of big-city buzz and laid-back lifestyle.

In Adelaide, you'll find a brilliant blend of great shopping, tempting restaurants and cultural icons all within easy walking distance. This is a city always buzzing with life, but it's also a friendly, relaxing destination for visitors, with Parklands surrounding its wide, leafy streets and a river meandering through its heart.

Adelaide is famous for its seriously good food and wine. Here's where some of Australia's most innovative chefs work wonders with regional cuisine, and top meals can be enjoyed without over-the-top prices. This is a city that embraces progress and leads the way. The first place in Australia to give Aboriginal people and women the vote is also the home of some of the world's best sporting, arts and music festivals.

With a sunny Mediterranean climate, 4,800km of coastline and an area of 984,377 square kilometres, South Australia offers visitors an array of accessible and diverse tourism regions. The roads out of Adelaide lead to great beaches, unspoilt Australian nature, incredible seafood and fresh produce, and the best wines in the nation.



The **Barossa** is one of the world's premier wine regions. Just an hour north of the city, it's home to famous names such as Peter Lehmann Wines and Jacob's Creek. With more than fifty cellars, there are plenty of opportunities for visitors to taste and learn about the region's most prized product. The region's cuisine is also worth savouring in one of the many good local cafes and restaurants.

The **Fleurieu Peninsula** has been one of Adelaide's favourite holiday playgrounds for more than a century. An hour south of Adelaide, the region is home to beautiful, sandy beaches and welcoming seaside towns. Head to Victor Harbor to see Southern Right Whales and Little Penguins, or to McLaren Vale for some excellent wine straight from the cellar door.

The **Adelaide Hills** offer orchards, gardens, wineries, country markets and village pubs - all just 20 minutes from the CBD. There's also the chance to cuddle a koala or spot a kangaroo at the award-winning Warrawong Wildlife Sanctuary and Cleland Wildlife Park.



The **Clare Valley**, one and a half hours north of Adelaide, is characterised by picturesque vineyards with pockets of pristine bushland and vast pastoral country. Heritage towns such as Burra, Auburn and Mintaro have been preserved as a tribute to 19th century copper miners and early settlers.

The **Yorke Peninsula** is a fishing haven, offering bountiful catches of King George whiting, snapper, salmon and squid. It's also home to some of the country's premier surf beaches. Innes National Park, at the most southerly point of the Yorke Peninsula, is a Mecca for divers, surfers, salmon fishermen, bushwalkers and campers, while at the north of the Peninsula, towns such as Kadina, Moonta and Wallaroo celebrate the region's rich copper mining heritage. The Peninsula is a couple of hours from the city.



Kangaroo Island is a natural wonderland, where visitors can walk among sea-lions on the beach, see koalas feeding in the wild, and explore untouched native bushland. When you've seen the animals, sample niche island cuisine such as marron, honey, wine and sheep-milk cheeses. The island is a half-hour flight from Adelaide or a three-hour journey by bus and ferry.

The **Eyre Peninsula** and its rugged West Coast, including part of the Great Australian Bight, boasts pristine beaches, quiet bays, 60m cliffs and pounding surf and is the gateway to the Nullarbor Plain. The Head of Bight is one of the best locations in the world for watching southern right whales as they migrate in the winter months. Small fishing towns including Ceduna, Streaky Bay and Elliston are sprinkled among famous surf spots including Cactus beach, while the Eyre Peninsula also boasts some of the best oyster farms in the country. The western side of Eyre Peninsula is a four-hour drive away and a five-day trip would take in the entire region.



One of the world's great rivers, the Murray River, dominates the **Riverland** region. Also known as the engine room of the Australian wine industry, the Riverland accounts for a large proportion of Australia's wine grapes and is home to Banrock Station Wine and Wetland Centre, one of the best cellar door and ecotourism experiences in the country. The Riverland is a two-hour drive from Adelaide.

Further south along the Murray is the **Murraylands** region and the house boating hub of Mannum. Boats from modest to magnificent can be hired for lazy days meandering along the river. Murraylands, about an hour and a half east of Adelaide, is also home to Monarto Zoological Park, a 1000ha open-range sanctuary undertaking a major role internationally in breeding programs for rare and endangered species.

Flinders Ranges and Outback is the largest region in South Australia. The world's most isolated pub, the William Creek Hotel, is a stopping point for travellers on their way to the gigantic salt lake, Lake Eyre, which at 9700 square kilometres is more than 10 times the size of Singapore. More than 80 per cent of the world's opals are produced around Coober Pedy, in the north of South Australia, while further south are the natural wonders of the Flinders Ranges and Wilpena Pound – they start less than four hours north of Adelaide.



The **Limestone Coast** is home to Mount Gambier's mysterious Blue Lake, the world heritage-listed Naracoorte Caves and the world-famous Coonawarra wine region. Historic Penola is former home of the Order of St Josephites, initiated by the Blessed Mother Mary MacKillop, while some of the best crayfish around can be found at historic seaside towns including Robe and Kingston SE. The region starts less than three hours from Adelaide.

For further information visit www.southaustralia.com

Notes

