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**RELEASE DATE: IMMEDIATE**

## **THE GOODS FOR CYCLING FANS**

*Official Big Bear Climb Merchandise Now Available Online and at Select Locations*

BIG BEAR LAKE, Calif. March 25, 2010 – Race fans of the 2010 Amgen Tour of California can now purchase official merchandise specifically designed for the Stage 6 route from Pasadena to Big Bear Lake, known as the Big Bear Climb. Specially created merchandise for this leg of the tour, which includes an exclusive Big Bear Climb emblem, gives cycling enthusiasts and casual fans commemorative souvenirs for the Amgen Tour of California's first-ever mountain finish.

Official Big Bear Climb goods for both men and women include clothing selections such as t-shirts, long sleeve 'quick-dry' athletic shirts and fleece jackets. In addition to exclusive Big Bear Climb merchandise, cycling fans can purchase official Amgen Tour of California gear including t-shirts, baseball caps, beanies, cycling socks and official 2010 Amgen Tour of California race jerseys. The official race jerseys include the newly designed 2010 Amgen Leader Jersey, 2010 Breakaway from Cancer Most Courageous Jersey and the 2010 King of the Mountains Jersey. These fine apparel products can be purchased online at [www.thebigbearclimb.com](http://www.thebigbearclimb.com). Items may be purchased in person at select retail locations in Big Bear Lake including The Big Bear Chamber of Commerce, The City of Big Bear Lake City Hall, Northwoods Resort, Big Bear Vacations and Bear Valley Bikes. Also, select bike shops throughout the Inland Empire.

Listed are select retail locations throughout the Inland Empire...

Competitive Edge Cyclery – 7890 Haven Ave. #9, Rancho Cucamonga, CA 91730 (909) 466-5444

Palm Springs Cyclery – 611 S. Palm Canyon Dr., Palm Springs, CA 92264, (760) 325-9319

Palm Desert Cyclery – 77-780 Country Club Dr., Palm Desert, CA 92211, (760) 345-9096

Redlands Cyclery – 415 Tennessee St., Redlands, CA 92373, (909) 792-2444

Riverside Cyclery USA – 10000 Magnolia Ave., Riverside CA 92503, (951) 354-8444

Yucaipa Bike Center, 34844 Yucaipa Blvd., Yucaipa, CA 92399, (909) 790-1551

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### **About the Amgen Tour of California**

*The largest cycling event in America, the 2010 Amgen Tour of California is a Tour de France-style cycling road race, presented by AEG, that challenges the world's top professional cycling teams to compete along a demanding course from May 16-23. For more information visit [www.AmgenTourofCalifornia.com](http://www.AmgenTourofCalifornia.com).*