



Tour de Hans Welcomes Gold Medalist Marnie McBean to 100km Race

(Waterloo Region, Canada - August 22, 2012) - The third annual Tour de Hans, presented by RBC, will be full of some golden moments as the riders line up at the start this year; as they will be joined by three-time Olympic gold medalist Marnie McBean for this 100km event. This highly popular event, which will also include a 50km route, takes place on Saturday, September 29th at 9:30 am. The race will begin and end at Bingemans in Kitchener, at the new KOOL Haus Festhalle tent.

Riders and non-cyclists alike will get a chance to meet and be inspired by McBean at the Tour de Hans Celebrity Dinner, presented by Transit Petroleum, taking place on Saturday, September 29th starting at 6:00 pm at Bingemans. Marnie will be the guest of honour and keynote speaker. Tickets are available at www.tourdehans.ca for \$35^{+HST}.



Marnie McBean is one of Canada's most decorated Olympians, and an expert in turning potential into performance. As one of only two Canadians ever to win three Gold medals in the Summer Olympics, she is used to performing under pressure. Her 12 World and Olympic medals bear witness to this.

After a record-breaking rowing career, McBean now works with the Canadian Olympic Committee as a Specialist in Olympic Athlete Preparation and Mentoring. McBean worked closely with the last three Olympic teams, including the very successful Vancouver 2010 Olympic Team, and is now involved with the summer athletes at the 2012 London Games. McBean works with athletes to prepare them emotionally and psychologically, helping to transform their potential into reality. Her job, simply, is to ensure the highest performance possible.

McBean is a member of the Canadian Sports Hall of Fame, the Guinness Book of World Records, and a recipient of the Governor General's Medal, McBean. She is actively involved in helping to promote the safety, health and activity of Canada's youth through acting as an ambassador for Right to Play, Fast and Female, and Plan Canada's Because I am a Girl initiative.

McBean's book, *The Power of More: How Small Steps Help Us Achieve Big Goals*, outlines how the three-time Olympic gold medal rower sets and achieves goals in life and sports. While it may be that the constant pursuit to do more is where stress in our lives comes from, as a mentor, McBean likes to point out that it is usually the same perpetual drive for more that makes our lives interesting. Believing in more is where our inner strength and power comes from.

The cost of registration, for the Tour de Hans, is \$100^{+HST} before August 27th, or \$125^{+HST} after August 27th (early bird registration includes jersey). After the race, participants will experience Kitchener-Waterloo Oktoberfest hospitality, including a FREE Oktoberfest lunch, keg tapping, live entertainment, and plenty of Gemuetlichkeit. The winners of the 100km and the 50km will receive a prize package including: two VIA Rail passes, \$200 cash and an authentic German Stein. Winners will also be featured in the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade on Monday, October 8th; in front of over 200,000 spectators.

There will also be a draw, for all riders, to win a TREK 2.1 with 105 pedals (value \$1,800) courtesy of Ziggy's Cycle.

The Tour de Hans, presented by RBC, is proudly sponsored by KOOL FM, Transit Petroleum, IronWealth, Hematite, Jack Links, Ziggy's Cycle, Moser Landscaping, 2D Studios and Kitchener-Waterloo Oktoberfest.

Visit www.tourdehans.ca to Register Online, or to purchase tickets for the Tour de Hans Celebrity Dinner, and enjoy this one-of-a-kind Kitchener-Waterloo Oktoberfest experience!

About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 435 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$21.1M annual economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

- 30 -

For additional information:

Mark Kreller

Executive Director

K-W Oktoberfest Inc.

519-570-4267 ext. 222

