

THERE IS A LIMIT TO WHAT FABRIC CAN DO.

Did you hear?... Rock Creek Outfitters garnered some nifty exposure with Tour de Georgia sponsorship participation

Posted: 04/25/2006 In Category(s): Outdoor

Rock Creek Outfitters, a Chattanooga, Tenn.–based, outdoor specialty store sponsored two King of the Mountain Climbs during the annual 2006 Ford Tour de Georgia that was held from April 18–22. The Tour de Georgia is recognized as North America's premier cycling event and rolling festival with the six–day, six–stage event attracting many of the best international and national cyclists and cycling teams. The event also showcases some of the unique towns and terrain in Georgia and Chattanooga Tennessee. Dawson Wheeler, owner of Rock Creek (and an avid cyclist), jumped on board as a sponsor for two of the King of the Mountain (KOM) stages.



Stage Four of the Tour de Georgia featured a 118.9 mile stretch from Dalton to Dahlonega that took place on April 21. Rock Creek Outfitters and RockCreek.com sponsored Stage Four's first KOM climb to the top of Fort Mountain, a 2,875–foot (876 m) mountain. The KOM finish line is located 23.8 miles into Stage Four and is a Category 2 climb. See photo to the right of the \$1,500 KOM winner's check presentation to that stage's winner.

The second KOM climb sponsored by Rock Creek Outfitters and RockCreek.com was on April 22 during Stage Five of the Tour de Georgia. Stage Five featured a 94.5 mile stretch from Blairsville to an epic finish atop Brasstown Bald. The KOM shared the finish line with Stage Five -- a Category 1 climb up Brasstown Bald, the highest peak in Georgia that has been compared to Alpe dHuez of the Tour de France. The first cyclist to cross the finish line was awarded \$1,500 from Rock/Creek Outfitters. It was an exciting day for cycling enthusiasts.

LATEST CLASSIFIEDS

Marketing Manager -- Kelty -- Listed May 3, 2006
Southeast Footwear Rep - Chattanooga TN - The North Face -- Listed May 3, 2006
Sierra Trading Post - Retail Manager -- Listed May 3, 2006
Manager/Buyer - The Outdoor Shoppe -- Listed May 2, 2006
Customer Service Manager -- Asolo USA and Lowe Alpine -- Listed May 1, 2006

[\(View All\)](#) | [\(Post New\)](#)

Thanks again for reading and for your support of SNEWS®! We look forward to hearing from you anytime.

Cheers,

Michael Hodgson & Therese Iknoian

SNEWS Editorial Contact Information:

Mail: 101 W. McKnightWay, Ste. B-305, Grass Valley, CA 95949-9613

Phone: (530)-268-8295

General SNEWS® email: snewsbox@snewsnet.com

Press Release and news email: news@snewsnet.com

Michael Hodgson: michael@snewsnet.com

Therese Iknoian: therese@snewsnet.com

Wendy Geister: wendy@gearrends.com

SNEWS Subscription Sales Contact Information:

Gene Treacy: gene@gearrends.com



Specialty NEWS (SNEWS®) is a Web-based, subscription-only newsletter published at www.snewsnet.com. SNEWS® is updated as important news breaks with weekly email SNEWS® News Digests sent to subscriber emails. Electronic subscriptions are \$175. Group rates and Unlimited Distribution rates are available. Sharing of a subscription by any format — email forwarding, print, fax, or sharing passwords — is NEVER permitted. SNEWS® reserves the right to immediately terminate a subscription and retain the unused portion of the subscription payment if we discover a subscription is being shared in any manner. If you are not a subscriber and are reading this, you are reading an illegal copy of SNEWS®. To obtain your own subscription, simply go to www.snewsnet.com and click on Subscribe Now for detailed subscription information. Classifieds are \$60 for a two-month ad. Click on Classifieds link on the SNEWS® site for information.

PDF Dynamically Generated By:



<http://www.infogears.com/>