



**Media release
Friday, 30 October 2009**

Landis' presence sets the tone for this year's Tour of Southland

Former winner of the 2006 Tour De France, Floyd Landis will be in the region next week to compete in the 2009 PowerNet Tour of Southland.

Landis' presence in the race has already attracted significant international media coverage with more than 800,000 separate references to the Tour of Southland due to his participation.

Venture Southland Conference and Events Marketing Manager Amanda Dowling said Landis' presence in the tour has provided huge media opportunities for Southland.

"It's great to see that such an iconic Southland event has attracted someone of Floyd's calibre and we hope that his participation will attract much attention for the event and the Southland region."

Having competed on an international level for many years, and now following sanctions from the International Cycling Union, Landis is re-entering international competition.

Landis comes from Pennsylvania, an agricultural producing region, not dissimilar to Southland and he should find the tour to be an ideal race to hone his top level cycling skills.

Many New Zealand riders have ridden in Pennsylvania but this is the first time Floyd Landis has been in this part of the world and we look forward to a top level performance from the talented cyclist.

Other big names in this year's event include Ashburton's Hayden Roulston who won the tour in 2006 and 2007 and Auckland's Gordon McCauley who won the tour in 1996 and 2005.

The Tour of Southland was first introduced to the province in 1956 as part of Invercargill's centenary celebrations; it now stands as New Zealand's premier multi-stage road tour. The Tour was awarded a UCI category 2.2 classification a few years ago which has helped to elevate both national and international popularity of the event.

This year's event will mark the 53rd Tour of Southland and will run for six days from 2 – 7 November.

Photo and interview opportunity:

There will be a photo and interview opportunity for media on Sunday, 1 November 5.30pm at the Velodrome.

For further information contact:

Amanda Dowling
Conference and Events Marketing Manager
Venture Southland
DDI: 03 211 1423
Mobile: 021 381 241
Amanda@venturesouthland.co.nz

Release ends