

## BIKE RACE TO HELP BOOST LOCAL ECONOMY



Escondido, CA, dealing with the harsh realities of a recession such as this one, can look forward to a major boost next month as one of the world's most prestigious bike races rolls through town. The Amgen Tour of California, a nine-day race which is conducted in eight different stages across the state, will plant its finish line at the corner of Broadway and Grand Avenue in the heart of Escondido's downtown. The last stage of the bike race begins in Rancho Bernardo and will go up and down Palomar Mountain, ending up in downtown Escondido between the hours of 3 and 4 p.m. on Sunday, Feb. 22. The huge bike race is expected to bring in 40,000 spectators, enough to give the local economy a much needed boost. Seven-time Tour De France winner Lance Armstrong will return to racing after a four year hiatus to participate in the event. Escondido can expect a whirlwind of TV cameras, tourists, and "much-needed exposure," said Cami Mattson, chief executive of the Sand Diego North Convention & Visitors Bureau. "This is a great opportunity to showcase the city," Mattson said. "At least 40,000 people will be swarming the streets." Mattson herself played a crucial role in persuading race officials to choose Escondido as the location for the finish line. Check out more economy stimulating news at [EmploymentCrossing](#).

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