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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Bike Day in Canada is Monday, May 26th!

(Ottawa, Toronto, Vancouver, April 15, 2014) The first annual **Bike Day in Canada**, organized by Canada Bikes in partnership with independent cycling leaders, organizations and government representatives, will be held on Monday, May 26th, in different locations across the country. The headline ride, **Bike Day on the Hill** in Ottawa has attracted cyclists, cycling advocates and federal legislators since 2012.

Bike Day in Canada is about bringing together the public, cycling organizations and members of all three levels of government across Canada, to ride on the same day. The day is dedicated to highlighting the importance of cycling in Canada as a healthy, affordable and environmentally friendly form of physical activity, transportation and tourism.

"Bike Day in Canada aims to raise the awareness of all the beneficial aspects of cycling," said Arne Elias, Chair of the Board of Canada Bikes. "Cycling is the single best way to make transportation healthy and efficient. We all want to work with our federal, provincial and municipal governments to create world-class cycling infrastructure and programs in Canada."

"I'm delighted to see Bike Day on the Hill expand across the country with Bike Day in Canada," said John Weston, MP for West Vancouver–Sunshine Coast–Sea to Sky Country. "Cycling is a fabulous form of physical activity and transportation and this event gives legislators an opportunity to act as role models for all Canadians in embracing it. We envision a day legislators will all consider themselves role models for health and fitness, and cycling is a big part of that. This is a good lead up to National Health and Fitness Day 2014 which is Saturday, June 7th."

For details of local Bike Day in Canada events happening on May 26th, 2014, go to:

<http://canadabikes.org/activities/bike-day-in-canada>

Follow Canada Bikes on Twitter and tweet about Bike Day in Canada:

@canada_bikes (hashtag: #bikedayincanada)

SAMPLE TWEETS:

- *"Bike Day in Canada is coming May 26th! More from @canada_bikes."*
- *"Check @canada_bikes for a Bike Day in Canada event in your town"*
- *"Bike Day in Canada is May 26th. What's going on in your town?"*
- *"Bike Day in Canada is coming on May 26th. Cycling can save your heart and your wallet!"*
- *"Ride with local legislators on May 26th and promote cycling in your town."*

About Bike Day in Canada

Expanding on the success of Bike Day on the Hill since 2012, May 26th, 2014 marks the First Annual Bike Day in Canada organized by Canada Bikes in cooperation with John Weston, MP for West Vancouver – Sunshine Coast – Sea to Sky Country and Senator Nancy Greene Raine.

On May 26th, cycling-related events are being organized – independently and in conjunction with Bike Day in Canada – across the country by local, regional and provincial cycling advocacy organizations, including bike to work and bike to school rides. Bike Day in Canada highlights the importance of cycling development in Canada as a healthy, affordable and environmentally friendly form of physical activity, transportation and tourism.

Bike Day in Canada is a non-partisan initiative with support from members of all political parties and Canada Bikes, the national voice for commuter, touring and recreational cycling.

About Bike Day on the Hill

On Monday, May 26th, 2014, MPs and Senators will join cycling enthusiasts in a high profile event to promote cycling as a great form of physical activity and cycling infrastructure as a national issue. As a support to National Health & Fitness Day on June 7th and as the signature ride of Bike Day in Canada, Bike Day on the Hill will allow Parliamentarians to hear nationally recognized speakers, try a bicycle obstacle course and enjoy a short leisurely bike ride with MPs and Senators around Parliament Hill. The event is free and open to the public. Warm-up will commence at 4:00 pm in front of Centre Block on Monday, May 26th. Legislators will be taking the opportunity to act with all Canadians to put cycling on the national agenda. With zero fuel costs and minimal maintenance expenses, cycling can help you save thousands of dollars annually. Cycling is not only heart-friendly, but wallet-friendly as well!

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If you'd like more information about Canada Bikes and Bike Day in Canada, or to schedule an interview with Arne Elias, please call Fiona Walsh, Secretary of the Board, Canada Bikes at 604-980-8436 or email Fiona at info@canadabikes.org.