



3rd Floor - 303 Portage Avenue - Winnipeg, Manitoba - R3B 2B4 – www.CanadaBikes.org

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Today, Monday, May 26th is Bike Day in Canada!

(Ottawa, Toronto, Vancouver - May 26, 2014)

The first annual **Bike Day in Canada**, organized by Canada Bikes and John Weston, MP in partnership with cycling leaders, organizations and government representatives, will be held today in different locations across the country. With warm, sunny weather forecast for most of the country, events are confirmed to take place in Saugeen Shores, ON, the City of North Vancouver and Parksville-Qualicum Beach, BC as well as the headline ride in Ottawa, **Bike Day on the Hill**, that has attracted cyclists, cycling advocates and Federal legislators since 2012. There will be various photo opportunities with City Mayors and Councillors, MLAs, MPPs, MPs and Senators. Since John will be in Ottawa today, Ashleigh McIvor, 2010 Olympic Skicross Gold Medalist will represent him in the North Vancouver ride.

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.

For details of local Bike Day in Canada events happening today, May 26th, 2014, go to:
<http://www.canadabikes.org/activities/bike-day-in-canada>

For additional information or comment from Canada Bikes, please contact:

- Ottawa: Bike Day on the Hill, John Weston, MP
 Centre Block, Parliament Hill
 4:30 – 5:30 pm ET
 Bikes and helmets provided for optional riding
 For info, call: 613-402-5154 or email: john.weston.a3@parl.gc.ca
- Arne Elias
 Chair, Board of Directors, Canada Bikes
 Mobile: 250-918-8388
- Toronto: Bike to Work Day 25th Anniversary Group Commute & Pancake Breakfast
 Organized by Cycle Toronto in partnership with the City of Toronto
 8:00 – 9:00 am ET
 Nathan Phillips Square
- Thomas Hasan
 Communications Chair, Board of Directors, Canada Bikes
 Mobile: 416-801-6771
- Vancouver: HUB-North Shore and North Shore Safety Council
 Civic Plaza, City of North Vancouver
 3:30 – 5:30 pm PT

Fiona E. Walsh
Events Chair, Board of Directors, Canada Bikes
Phone: 604-980-8436

Twitter: @canada_bikes (hash tag #BikeDayinCanada)

SAMPLE TWEETS:

- "#BikeDayinCanada is today!"
- "Look for a #BikeDayinCanada event in your town"
- "#BikeDayinCanada is today. What's your town doing for cycling?"
- "#BikeDayinCanada is today. Cycling can save your heart and your wallet"
- "#BikeDayinCanada encourages you to ride with local legislators today to promote cycling in your town"

About Bike Day in Canada

Expanding on the success of Bike Day on the Hill since 2012, today, 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, also initiators of National Health and Fitness Day (www.johnweston.ca).

Cycling-related events are being organized today – 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

Today, 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. 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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