



Media Release

Attention: News, Environment, Assignment Editors and Reporters

Another successful ExpoCycle ***BTAC already gearing up for ExpoCycle 2009***

(Toronto, September 2008) The bikes have rolled on out of Place Bonaventure, after another very successful ExpoCycle, as the Bicycle Trade Association of Canada (BTAC) looks towards next year's show.

“It was a great event - strong attendance and an optimistic, enthusiastic mood, as always,” says Janet O’Connell, Executive Director of BTAC. “And the new Retailer Power Program was a hit. Our speakers provided solid strategies and knowledge that retailers can use, and every session was full. Retailers brought more staff than ever, to take advantage of the free educational retail workshops offered. We’re investing in our members’ education, and they love it. The workshops will definitely be back in 2009.”

The Outdoor Demo Day, at Ski Bromont’s world-class cycling facility, was also a huge success. In spite of less-than-favourable weather forecasts, over 300 retailers came out to ride. Fortunately, the rain held off and riding conditions were good. Retailers got to test 2009 products, while exhibitors were thrilled to have their bikes booked all day.

“The vibe this year was incredible. Bike sales in Canada are up – Canadians are embracing cycling as a way of life. It’s a really exciting time to be in the industry, and you could certainly feel it at ExpoCycle,” O’Connell added.

While the show is produced by BTAC, it represents a significant partnership between the bike industry and the association. Exhibitors have clearly demonstrated their commitment to ExpoCycle, with over 75% of next year’s exhibit space already booked. Those committed include Louis Garneau, Norco, Outdoor Gear Canada (OGC), Shimano and Specialized - providing key anchors to the upcoming show.

ExpoCycle 2009 kicks off with Demo Day at Ski Bromont on September 9th, then moves to Place Bonaventure, in Montreal for September 10-12.

Please watch www.expcycle.ca for details.

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The Bicycle Trade Association of Canada’s mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada’s bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada’s Bike Trade Show) and many cost saving benefits to members (www.btac.org).