



Learning Enrichment
FOUNDATION

...a leader in community
economic development
celebrating 30 years of service.

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Creating good jobs in the Canadian bicycle industry

Join the Learning Enrichment Foundation (LEF) and the Bicycle Trade Association of Canada (BTAC) as they launch the Bicycle Assembly and Maintenance Project (BAM).

BAM is a collaborative training program that will create highly skilled, entry level bike mechanics to meet the needs of Canada's constantly growing cyclist community. The program is expected to produce 40-50 mechanics a year, and its first graduates will be work-ready by mid-April.

WHAT:

Launch of the Bicycle Assembly and Maintenance Project. Includes an information session and a light lunch.

WHO:

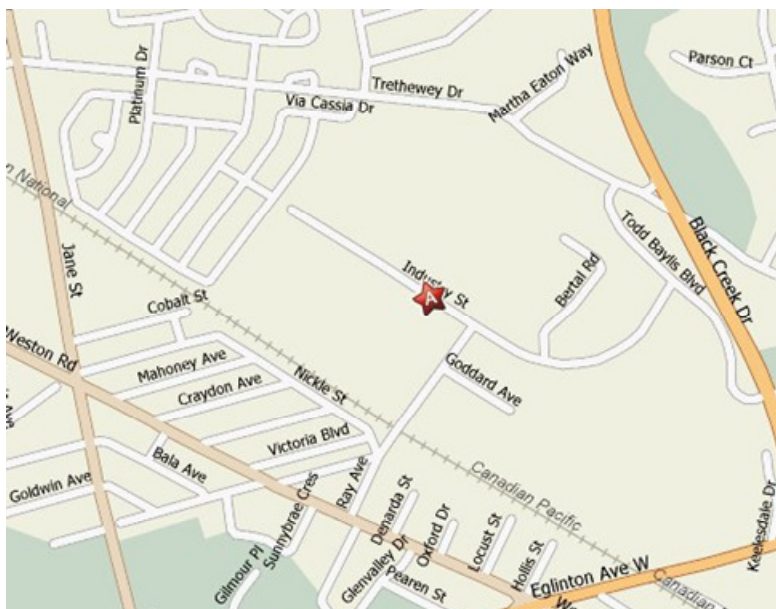
Peter Frampton, Executive Director, Learning Enrichment Foundation
Rob White, Vice President of Sales, Outdoor Gear Canada
Councillor Adrian Heaps, Chair, Toronto Cycling Committee

WHEN:

Friday, February 3, 10 am

WHERE:

Learning Enrichment Foundation; 116 Industry Street, Toronto ON (see map)



For more information, please contact Adele Peden (416-769-0830 or APeden@lefca.org) at LEF, or Janet O'Connell (905.853.5031 ext.223 or joconnell@btac.org) at BTAC.

About The Learning Enrichment Foundation (LEF) - The LEF was founded in 1978 and today serves as a model of Community Economic Development and poverty reduction in Toronto. LEF currently employs 297 staff and offers quality childcare to 1500 children everyday, as well as providing immigrant settlement supports language training, career exploration, job search supports, youth programs and mentorship along with a variety of other skills training to thousands of new Canadians. The value added programs available through LEF, generate skilled, qualified and motivated employees for local employers.

About the Bicycle Trade Association of Canada (BTAC) - The Bicycle Trade Association of Canada (BTAC) is the national voice of cycling in Canada and the hub of the Canadian bicycle industry. BTAC advocates, builds partnerships, promotes trade and commerce and seeks to motivate, unite and inspire Canadians to make bicycling the pre-eminent form of transportation and recreation in Canada. See www.btac.org for more information.

