

Media Advisory

Attn: News, Environment, Sport, Transportation, Community Editors and Reporters

ExpoCycle and Demo Day return to Montreal area

Canada's largest bike industry trade show returns to Montreal from September 9 to 12, 2009.

Ranked 17th among Canada's Top 50 Trade Shows, ExpoCycle is Canada's most important bicycle industry business-to-business event, bringing together top manufacturers, retailers, industry advocates and media to conduct the business of cycling. ExpoCycle gathers more than 850 cycling-related brands and close to 4,000 participants annually.

Despite uncertain economic times, ExpoCycle 2009 already includes close to 80,000 of net-sold, square-feet of exhibit space. Exhibitors will have on display the newest bicycles and cycling related products for the upcoming 2010 season.

The trade-only gathering kicks off with the OutDoor Demo Day at Ski Bromont in Bromont, Quebec – home to many international mountain bike events – where ExpoCycle attendees & media can test the latest products being exhibited at the show, then moves indoors for three filled days of exhibits, product launches, educational sessions and industry celebrations.

Demo Day – Sept. 9, 2009

Ski Bromont

159 rue Champlain

Bromont QC

ExpoCycle – Sept. 10-12, 2009:

Place Bonaventure

800 De La Gauchetière St. West

Montreal QC

Show contact

Sumar Clarke, Show Manager, ExpoCycle

905.535.1246 ext.225 or s.clarke(at)btac.org

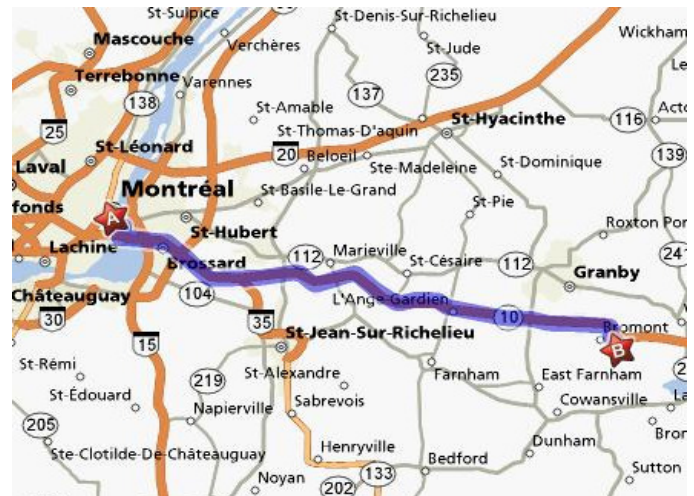
Media inquiries can be directed to:

Tina Siegel, elclo

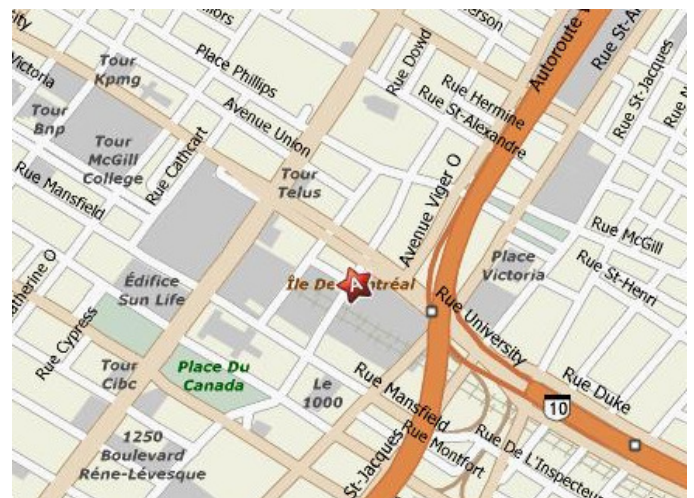
416.972.7401 or tsiegel(at)ecostrategy.ca

For more information about ExpoCycle or OutDoor Demo Day please visit: www.expocycle.ca

The Bicycle Trade Association of Canada's (www.btac.org) 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.



Directions to Demo Day location - Bromont



Directions to ExpoCycle location - Montreal