

Media Advisory

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

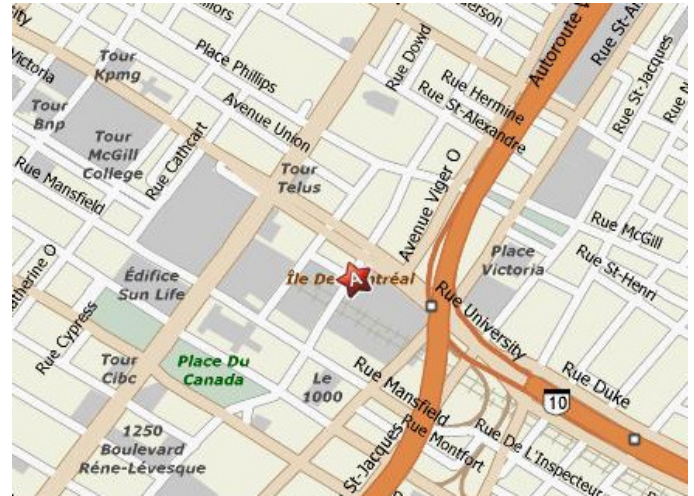
Ski Bromont gears up for ExpoCycle's Outdoor Demo Day

ExpoCycle attendees will kick off their trade show experience with a wild ride.

Outdoor Demo Day – scheduled for September 9, 2009 at Ski Bromont – is a chance for media and industry to experience the most innovative bikes and bike products.

Ski Bromont is located an hour outside of Montreal and has hosted many international mountain bike events. It provides the perfect terrain for testing exhibitors' latest products. Demo Day participants will have the chance to test ride bikes from companies such as Trek, Norco Performance Bikes, Cycles Devinci and Kona Bikes. Biking products and equipment will also be available.

Media are welcome to attend Outdoor Demo Day and take pictures of this exciting event. Shuttle buses between Montreal and Ski Bromont will be available.



Shuttle Bus Location :

Place Bonaventure
800 De La Gauchetière St. West
Montreal QC

Shuttle Bus Location



Shuttle Bus Schedule:

Depart for Ski Bromont at 8 am and 10 am
Return to Montreal at 3 pm and 5 pm

Outdoor Demo Day Location:

Ski Bromont
159 rue Champlain
Bromont QC

Show contact:

Sumar Clarke, Show Director, ExpoCycle
905.853.5031 ext.225 or s.clarke(at)btac.org

Outdoor Demo Day Location

Media inquiries can be directed to:

Tina Siegel, elclo, 416.972.7401 or tsiegel(at)ecostrategy.ca

For more information about 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.