



Media Release

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

Canadian Cycling Retailers Roll through Bromont and into Montreal *ExpoCycle 2009 kicks off today*

With a brilliant late summer sun-shining on Bromont, Quebec, the Canadian bike industry kicked it into high gear for ExpoCycle 2009 at OutDoor Demo Day. The mood was upbeat and smiles all a round as retailers rode world-class terrain on the hottest bikes!

“At OutDoor Demo day we had close to 100 shops send 300 people out to ride today. Suppliers reported that they had their bikes out steady throughout the day and that is the purpose of OutDoor Demo Day, putting retailers on the latest model bikes. Add that to a sunny warm day and the beauty of Bromont we are really pleased with the overall results” Janet O’Connell, BTAC Executive Director commented.

Exhibitors agreed, the 2009 OutDoor Demo was a success; “We expected dealers, but not this many. We had to be here. It was great for us.” remarked Jean-Francois Blais of Trek Bicycles whose return to OutDoor Demo day was great for retailers.

As organizers of the event, BTAC delivered value to exhibitors, Eric Kotlarsky of Outdoor Gear Canada agreed. “Demo Day went very well. The organization was spot on. There were no flaws. It was a great time for everyone.”

Today, events move to Montreal with the opening day of ExpoCycle, Canada’s largest bike industry trade show, at the Place Bonaventure in downtown Montreal. For three days ExpoCycle will feature the best brands, interactive exhibits, product launches, educational sessions and celebrations.

“Even in these tough economic times, we have high-quality exhibitors that are experiencing a healthy cycling business. This is the time for retailers to gain some insight into where the industry is going and how they can respond. ExpoCycle is a crucial – and fun – business opportunity,” stated Sumar Clarke, Show Director

ExpoCycle runs from September 9 to September 12 at Montreal’s Place Bonaventure.

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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.