



Media Advisory

Attn: Transportation, Environment, Health, Community, Family & Lifestyle Reporters and Editors

Toronto Cyclists Union hosts Cocktail & Masquerade Fundraiser

WHAT:

Cocktail and Masquerade Fundraiser for the Toronto Cyclists Union <http://bikeunion.to>

- Tickets for the Masquerade Cocktail Reception, between 6:00 and 9:00 pm, are \$100/person, or \$150/couple (includes the 'Bike Love' Party).
- Tickets for the Masquerade 'Bike Love' Party, between 9:00 pm and 1:00 pm, are \$25 per person or \$40 per couple.

WHEN:

Wednesday, October 28, 2009

6:00 pm to 1:00 am

WHERE:

Steamwhistle's Roadhouse

255 Bremner Boulevard

Toronto ON

The Toronto Cyclists Union (bike union) – Toronto's first member-based cycling advocacy organization representing cyclists across the city – will host a Cocktail and Masquerade fundraiser on Wednesday, October 28th. The evening will include an early Reception and late Party with performances by top Canadian musicians such as Molly Johnson, Richard Underhill, and Coco Love Alcorn, a silent auction and raffle featuring items donated by generous Ontario businesses, fine local catering including an oyster bar by Rodney's, Steamwhistle beer, local wines, and a bike expo by well known Toronto retailers with top of the line 2010 bicycles.

All proceeds go towards the ongoing advocacy work of the Toronto Cyclists Union on behalf of all our city's cyclists.

Supported by: Bicycle Trade Association of Canada, Sweet Pete's, Steamwhistle, Opus, Specialized, Norco, Donnelly LPC, Spacing, Positive Change, Bikes Without Borders, Curbside, Urbane Cyclist, Centre for Social Innovation, and more...

A copy of the invitation is available at: <http://bikeunion.to/sites/tcu/files/fundraiser-2009/emailer.html>

**For more information, please contact Yvonne Bambrick, Executive Director, Toronto Cyclists Union 416 826 2964, yvonne@bikeunion.to or visit <http://bikeunion.to>

*The **Toronto Cyclists Union** (bike union) provides a strong, unified voice for Toronto cyclists. This membership-based organization helps to connect cyclists from all across Toronto to strengthen their collective voice. The bike union works together with citizens, community groups, bike shops and the City towards the common goals of ensuring that cycling is a legitimate, accessible, and safe means of transportation.*