



Media Advisory

Attn: Transportation, Automobile & Environment Reporters and Editors

Toronto Cyclists Union launches Driver Appreciation Campaign – ‘Thank You’

Toronto cyclists will be thanking drivers who remember to give them their fair share of the road through beautifully designed Thank You cards.

“It’s easy to get angry when someone cuts you off. This summer has been filled with sensational headlines about conflicts between cyclists and drivers. What people often forget are the thousands of commuters who arrive safely, and without incident, to work, school and home every day. It’s time to encourage positive behavior and find a way to reward those people who use Toronto’s roads with respect.” Yvonne Bambrick, Executive Director, Toronto Cyclists Union.

WHAT:

‘Cyclists Paving the Way’ campaign launch and media photo-op by the Toronto Cyclists Union.

WHEN:

Wednesday, October 21, 2009
3:00 pm to 4:00 pm

WHERE:

Southeast corner of King Street West and John Street (Opposite of Tim Hortons)

Who:

Yvonne Bambrick, Campaign Lead, and Executive Director of the Toronto Cyclists Union, and members of Toronto Cyclists Union.

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For more information, please visit <http://bikeunion.to/campaign/thank-you-cyclists-paving-way>.

To schedule interviews, please contact Yvonne Bambrick, 416 826 2964 (cell) or email yvonne@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.*