



Media Advisory

Attn: Transportation, Cycling, Sport and City Reporters and Editors

Share the Road Cycling Coalition Unveils Green Paper on Bicycle for Ontario

The Share the Road Cycling Coalition, an Ontario-based provincial cycling advocacy organization will be releasing a Green Paper for Bicycling in Ontario entitled *"When Ontario Bikes Ontario Benefits"* on Friday March 5th just prior to the official opening of the Toronto Bike Show.

The document outlines specific recommendations on how the Ontario government can and must play a direct role in encouraging cycling in Ontario. In the context of the upcoming Throne Speech and Provincial Budget, the document includes recommendations for creating a fund for encouraging cycling infrastructure, policies and programs in Ontario. The paper was developed by the Coalition in consultation with partners across Ontario, and further to the 2009 Ontario Bike Summit.

Broad priorities for the province discussed in the Green Paper include:

- investing in infrastructure
- education programs for cyclists and motorists
- public education campaigns
- cycling policy and legislation

WHEN:

Friday, March 5, 2010

11:00 am

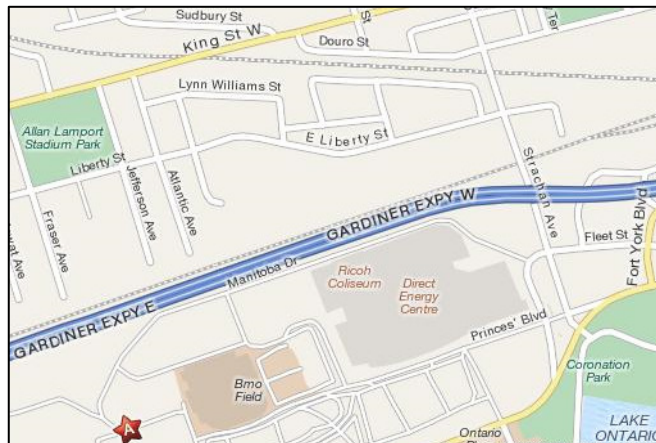
WHERE:

Better Living Centre, Exhibition Place

Exhibitor's Lounge

200 Princes' Blvd.

Toronto, ON



Media wishing to attend the press conference should enter via the Exhibitor's Entrance. Full copies of the report will be available immediately before the press conference.

For more information, or to schedule interviews, please contact:

Tina Siegel, Environmental Communication Options

Phone: 416.972.7401

Email: [tsiegel\(at\)ecostrategy.ca](mailto:tsiegel@ecostrategy.ca)

Eleanor McMahon, CEO and Founder, Share the Road Cycling Coalition

Phone: 647 201 2820

Email: [Eleanor McMahon@rogers.blackberry.net](mailto:Eleanor_McMahon@rogers.blackberry.net) or Eleanor@sharetheroad.ca

About the Share the Road Cycling Coalition:

The Share the Road Cycling Coalition is a provincial cycling advocacy organization. Our mission is to make Ontario bicycle friendly for everyone by enhancing access for bicyclists on roads and trails, improving safety for all bicyclists and educating citizens on the value and importance of safe bicycling for healthy lifestyles and communities. In doing so the Coalition represents all cyclists - children, tourists, commuters, recreational riders, mountain bikers and racers.