

Media Advisory

Attention: News, Business, Sport Reporters and Assignment Editors

Ski Bromont Resort to host ExpoCycle 2008 Demo Day event

New location will give enthusiasts a chance to test latest bikes and biking products on World Cup Race track

(Bromont, Quebec) Media and ExpoCycle participants are invited to ride the latest, most innovative bikes and bike products at ExpoCycle's outdoor Demo Day on Saturday, September 6, 2008 at Ski Bromont resort, an hour north of Montreal. Many of the demo products available for demonstration will be featured at ExpoCycle 2008, Canada's largest bike trade event. (September 7 – 9).

Ski Bromont is home to a World Cup rated bike course which will allow Demo Day participants the chance to ride Giant, Norco, Outdoor Gear, Rocky Mountain and Scott Bikes. Biking products and equipment will also be available. Please visit www.expocycle.ca for more details.

WHAT: Demo Day at ExpoCycle 2008

WHEN: Saturday, September 6, 2008 from 9:00 am to 4:00 pm

WHERE: Versant du Lac section, Ski Bromont, Quebec (see map)

Free shuttle service will be provided from Place Bonaventure in Montreal. Shuttles will stop outside the main entrance at 800 de la Gauchetiere St. Shuttles will depart for Ski Bromont at 8:00 am & 10:00 am and return to Place Bonaventure at 3:00 pm & 5:00 pm.

Demo Day contact:

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The Bicycle Trade Association of Canada's mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation.. BTAC is the national, not-for-profit voice for cycling and the primary advocate for cycling with government, and members come from the retail and supplier sectors of Canada's bicycle industry.

ExpoCycle 2009 will be held September 9-12 in Montreal.

