

Media Advisory

Attention: News, Business, Sport Reporters and Assignment Editors

Professional Tour Cyclists to Attend ExpoCycle 2010

Riders in Town for Grand Prix Cycliste de Montreal

(Montreal, Quebec) -- September 12th, 2010 – Media are invited to attend ExpoCycle 2010 on Monday September 13th for visits to the show by professional riders (in Montreal for the 2010 UCI Pro Tour event, the Grand Prix Cycliste de Montreal) who are making an appearance at the show to sign autographs.

Expo Cycle, the annual trade show of the bicycle industry, is hosted by the Bicycle Trade Association of Canada (BTAC) and is being held at Place Bonaventure.

The schedule is as follows:

- ❖ **BMC Racing Team**, 10:00 to 12:00 pm. Outdoor Gear Canada booth 301. **Team Riders:** George Hincapie, Karsten Kroon, Allesandro Ballan, Danilo Wyss, Mauro Santambrogio, Marcus Burghardt.
- ❖ **Team SpiderTech powered by Planet Energy**, 10:30 am to 1:00 pm. Argon 18 booth 323 at 11:00 am, Shimano booth 901 at 12:00 pm, F3 Distribution Booth 1021 at 1:00 pm. **Team Riders:** Keven Lacombe, Guillaume Boivin, David Boily, Martin Gilbert, Bruno Langlois, François Parisien and Team Director Sportif: Steve Bauer.
- ❖ **Garmin Transitions 1:00 pm to 2:00 pm** Svein Tuft will be available to sign autographs in Podium Imports booth S55.
- ❖ **Liquigas-Doimo; Ivan Basso** 1:00 pm to 2:00 pm will be available to sign autographs in the CSG/Cannondale booth 1131.
- ❖ **Alessandro Ballan** (Road World Champion 2008), 11:00 am to 12:00 pm in the **Biemme/ Diadora** booth 715.

About BTAC

*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.*

For Information: ExpoCycle Contact: Jeff Hieminga. Tel: 647/220-4545. E-mail: geareditor@yahoo.ca