

## **MEDIA RELEASE**

### ***Bicycle Trade Association of Canada adds Consumer day to ExpoCycle and coincides with Grand Prix Cycliste de Montréal***

Keswick, ON (January 27, 2011) – The Bicycle Trade Association of Canada (BTAC) is excited to announce a new consumer day has been added to its ExpoCycle 2011 trade show, to provide cycling enthusiasts the ultimate product experience. Formerly a trade only event, ExpoCycle 2011 will be open to the public on Saturday, September 10, 2011 at the Palais des Congres de Montréal, QC, followed by three days of trade only events. The Consumer day coincides with the Grand Prix Cycliste de Montréal, a UCI ProTour race taking place in Montreal.

The ExpoCycle 2011 Consumer day is a unique and unparalleled opportunity in North America. For the first time ever consumers will be invited in as manufacturers unveil their 2012 product line up. Visitors will be treated to more than 800 brands, all showcasing a variety of products including sneak peeks at the latest product innovations for bikes and gear coming to market. On the show floor, attendees will have access to expert information, advice and share in the passion for the sport of cycling.

A winning combination – ExpoCycle is coinciding with The Grand Prix Cycliste de Montréal. Now in its second year on the UCI ProTour schedule, the Grand Prix Cycliste ProTour brings the world's cycling elite to Canada starting with a race in Quebec City and then heading to Montréal. The Grand Prix Cycliste de Montréal will be a rare chance for North American riders, who have become key players at the top of the world cycling hierarchy, to compete on their own continent. Collectively, the ExpoCycle 2011 Consumer day and the Grand Prix Cycliste de Montréal ProTour race provide cycling enthusiasts the ultimate cycling experience.

**ExpoCycle Contact: Jeff Hieminga. Tel: 647/220-4545. E-mail: [media@btac.org](mailto:media@btac.org)**

*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.*