



MEDIA RELEASE

Bicycle Trade Association of Canada (BTAC) and ExpoCycle Refresh Logos

Keswick, ON (May 18th, 2011) – The Bicycle Trade Association of Canada (BTAC) is pleased to announce the introduction of a new visual identity for both the association and its trade show, ExpoCycle. These new logo designs are the start of a re-brand to better create synergy between the two businesses. These changes resulted from market perception of the trade show and the association being independent of each other, as well a new overall marketing strategy to be implemented by BTAC.

"ExpoCycle has existed under the BTAC banner since its inception," said Janet O'Connell, Executive Director of BTAC. "That said, there was a perception within our market that the two brands were autonomous of each other so we needed to update our image visually to unify both the association its trade show. These logo changes also represent an important component in our overall new marketing strategy to be rolled out later in the year."

The new BTAC and ExpoCycle logos will be used on a range of materials from advertising and signage to Web Sites and communications.

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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 will take place Sunday, September 11th – Tuesday, September 13th, 2011 at an all-new venue - the Palais des Congrès de Montréal - located in Old Montreal. A new, public day has been added to ExpoCycle 2011 that opens the show floor to consumers on Saturday, September 10th. www.expcycle.ca.