

## Media Advisory

**Attention: News, Business, Sport Reporters and Assignment Editors**

### **ExpoCycle 2010 set to be Most Exciting Show in Recent Years Canada's Pre-Eminent Bicycle Industry Show Yields a Series of "Firsts"**

(Montreal, Quebec) – September 9<sup>th</sup>, 2010 -- The Bicycle Trade Association of Canada's 11th Annual ExpoCycle - already the premiere opportunity for Canadian retailers to see next years bikes, parts and accessories under one roof – is ready to roll out a series of new “firsts”, taking the show to a whole new level. The show will be held in Montreal at Place Bonaventure, September 12-14<sup>th</sup>.

“This is a very exciting time to be in the bike industry, .” said Janet O’Connell, Executive Director, Bicycle Trade Association of Canada (BTAC), producers of ExpoCycle 2010. “While many other businesses are suffering from difficult economic circumstances, our industry is thriving and offers opportunities for significant growth in the years to come. In line with these opportunities, BTAC has re-invested in ExpoCycle 2010 to ensure the buyer experience, opportunities and education are second-to-none.”

With the Grand Prix Cycliste de Montreal coinciding with the first day of the show combined with a host of new education, networking, fitness, product demo and new brand introductions, ExpoCycle 2010 will be one the most exciting shows of recent years.

#### **New this year:**

##### **Education:**

- Merchandising Tours: Led by industry expert Sharon Leichum, throughout the show floor. Sharon will ensure retailers find creative new ways to merchandise bike gear. Make sure a staff member brings a camera and note pad to ensure a whole new look can be brought to your store.

##### **Networking / Fitness:**

- Grand Prix Cycliste de Montreal: To celebrate the first ever ProTour in North America, BTAC has arranged for a live-video feed of the race to air throughout the day. As the excitement starts to heat up ExpoCycle will host a Happy Hour at 5:00 in the BTAC Booth for the last hour of the race.
- Morning Rides: [www.tourisme-montreal.org](http://www.tourisme-montreal.org)

##### **Product Demonstration:**

- On-floor Demo Area: An indoor test track has been built to put bikes to the test. Use this controlled, on-site track to try before you buy. Media access is available. Please see the media registration desk on arrival for more information and assistance.

##### **New Brands:**

- Holmenkol Canada (part of Head Canada)
- Vans/Pro-Tec Canada
- Cycling Sports Group

Returning to the show, BTAC is once again delivering useful seminars with our Retailer Power Program. FREE to attending retailers, these sessions provide hands-on learning your staff can take back to the store.

About the Bicycle Trade Association of Canada

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.