



## MEDIA RELEASE

### **ExpoCycle Online Registration Now Open to Retailers Early-bird Draw June 30th: 2 VIP Passes to Grand Prix Cycliste + Lodging**

Keswick, ON (May 18th, 2011) – The Bicycle Trade Association of Canada (BTAC) has officially opened its online doors to ExpoCycle 2011 retailer registration. ExpoCycle will take place Sunday, September 11<sup>th</sup> – Tuesday, September 13<sup>th</sup>, 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 10<sup>th</sup>.

ExpoCycle coincides with Canadian stops on the UCI World Tour, which include the Grand Prix Cycliste de Québec on September 9<sup>th</sup>, and Grand Prix Cycliste de Montréal on September 11<sup>th</sup>.

BTAC will be offering retailers a chance to win prizes, including 2 VIP tickets to the Grand Prix Cycliste de Montréal and FREE one-night hotel accommodations if they register early. This “Early Bird” registration deadline is June 30<sup>th</sup>, 2011. To register, go to: [www.expo-cycle.ca](http://www.expo-cycle.ca).

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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.*