



MEDIA RELEASE

Giant Bicycles Returns to ExpoCycle 2011 Trade Show Floor

Keswick, ON (June 15th, 2011) – The Bicycle Trade Association of Canada (BTAC), producers of ExpoCycle 2011, is pleased to announce the return of Giant Bicycles to its ExpoCycle 2011 trade show. After a two-year hiatus, Giant Bicycle's renewed commitment in attending ExpoCycle 2011 reflects a focus on providing an efficient buying process for dealers, as well as taking advantage of ExpoCycle's new public day to reach consumers.

"We elected to attend ExpoCycle 2011 for a number of reasons," stated Bryan Kao, General Manager of Giant Bicycles Canada. "We wanted to support ExpoCycle and BTAC, as well as accommodate the busy summer business demands and travel schedules of our dealer network." Kao also cited the importance of the ExpoCycle Public Day and UCI World Tour races in its decision to return to ExpoCycle 2011. "This year's event provides us the unique opportunity to reach the end-user through the inaugural 'public day', as well as through the Grand Prix Cycliste de Montréal race, where our Giant-sponsored Robobank Cycling Team will defend its 2010 victory."

With Giant's return, ExpoCycle ensures a robust range of bike trade suppliers on its show floor. "Having Giant return to ExpoCycle helps strengthen the value to retailers attending by having the strongest sampling of bike vendors under one roof," added Sumar Clarke, ExpoCycle 2011 Show Director. "This ensures the most efficient buying process for both our supplier members and retailers." For more information on the show, or to register, go to: www.expcycle.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. ExpoCycle, Canada's bicycle trade show produced by BTAC, 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.*