

Media Advisory

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President of International Cyclists Union/Union Cycliste Internationale (UCI) to Attend ExpoCycle 2010 Opening Ceremony

Canadian Pro Tour Events Only North American Stops on International Racing Calendar

(Montreal, Quebec) -- September 10th, 2010 – ExpoCycle 2010, taking place September 12-14, 2010 at Place Bonaventure in Montreal, is pleased to announce that Pat McQuaid, President of the Switzerland-based International Cyclists Union (ICU)/Union Cycliste Internationale (UCI) will be taking part in the event's official opening of ExpoCycle 2010 on Sunday September 12th at 9:00 a.m. at Place Bonaventure.

Mr. McQuaid is in Canada for the Grand Prix Cycliste de Québec (September 10th) and the Grand Prix Cycliste de Montréal (September 12th).

The International Cyclists Union/Union Cycliste Internationale is the sport's international federation and as such represents the interests of more than 170 National Federations, 5 Continental Confederations, 1200 professional riders, 600,000 licensed riders, millions of cycle sport enthusiasts who train on a regular basis, and more than a billion bicycle users. The Union is recognized by the International Olympic Committee and is the official Olympic cycling organization. The UCI ProTour is a quality label awarded to teams and events who comply with a very strict series of conditions. The UCI ProTour label has been awarded to 18 teams (the UCI ProTeams) for 2010. These teams bring together the best riders in the world and form a top division.

"Mr. McQuaid's presence in Canada and at ExpoCycle 2010 affirms Canada's leadership role in the cycling world. The support demonstrated for the sport is in keeping with its growing popularity in North America and globally. The Canadian organizers for this event have clearly met and exceeded the strict requirements for hosting a UCI Pro Tour event of this caliber. Canada will be in the world cycling movement spotlight this weekend," said Janet O'Connell, Executive Director, Bicycle Trade Association of Canada.

"In terms of the industry, the Expo Cycle Trade Show opening, with Mr. McQuaid in attendance, will showcase the qualities exemplified by the Canadian cycling industry: a tradition of innovative product development, government support and investment, and overall health of the market from both a participation and sales perspective. To attract a world class organization such as UCI to participate in opening ExpoCycle 2010 is an honor," O'Connell added. Janet O'Connell, Executive Director Bicycle Trade Association of Canada. "It shows the world is taking notice to Canada being a leader in cycling."

To open the show, a ribbon cutting ceremony will take place on Sunday, September 12th at 9:00 a.m. Also in attendance will be : John Tolkamp, President of the Canadian Cycling Association; Jean Cloutier, Vice-President, Outdoor Gear Canada and President, BTAC Board of Directors; and Janet O'Connell, Executive Director, Bicycle Trade Association of Canada.

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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 2010 will be held September 12-14 in Montreal.