

## PRESS RELEASE

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### ***Cyclists Gear Up for the Montreal Bicycle Show***

**Montreal, February 15, 2010** – The **8th Montreal Bicycle Show**, to be held at Place Bonaventure this weekend from February 19 to 21, 2010, is a must for newbies and seasoned cyclists alike. With 200 exhibitors eager to greet outdoor enthusiasts who enjoy riding and touring in Quebec, the show promises to be a stand-out. This year's edition of the biggest annual cycling event has something for everyone: bikes from leading makers; the latest in cycling wear; details on top destinations and bike routes; new ideas for great get-aways and family bike outings; plus Canada's largest presentation on bike touring, featuring trips on five continents!

“With more people concerned about protecting the environment and staying physically fit, Quebec cycling is really booming—and for many, it's a four-season activity. In Greater Montreal, an estimated 30,000 people ride during the winter! We've designed our program to appeal to cyclists of all stripes, whether they prefer road biking, racing, mountain biking, cyclocross, triathlon, or more,” said Jan P. Dubé, president of Expodium International and the show's promoter. “Over the years, the Bicycle Show has become Quebec's showcase for everything cycle-related, and we're very proud to attract such high-quality vendors and exhibitors. The Show is a must for anyone who loves cycling.”

Besides checking out the newest 2010 models from leading bike makers—like Kuota, Look, Opus, Marin, Lapierre, Guru and many others—show attendees will be able to peruse the latest in specialized apparel from prestigious brands like Apogée, Skins, Pearl Izumi, Sugoi, and Nalini. In addition, Marin Bikes, which will open its first North American concept store in Montreal this spring, will preview some of its new products at the Bicycle Show.

With Quebec preparing to host several world-class cycling events this year, representatives will be at the show to give fans the scoop on:

- The final round of the 2010 Paracycling World Cup, to be held in Baie-Comeau July 2 to 4
- *Les Grands Prix Cyclistes*—UCI ProTour events slated for September 10 in Quebec City and September 12 in Montreal—which, along with the Tour de France and similar events, constitute the “Formula 1 of cycling”
- The 2010 UCI Mountain Bike Trials and World Championships, scheduled August 30 to September 5 at Mont-Sainte-Anne

The list of Bicycle Show attractions also includes the *Metro* newspaper BMX Zone, a track complete with a timer-equipped starting gate and wooden jumps for the daring; cycling demonstrations; and an acceleration contest. “We'll have something for all interests and all ages,” said Jan Dubé. “Sunday will be Family Day, with kids age 12 and under admitted free

when accompanied by a parent. And for the first time, our fans will be able to follow the action on Twitter and Facebook.”

The 8th Montreal Bicycle Show is made possible through the cooperation of Évasion, La Presse, the 2010 UCI Mountain Bike Trials and World Championships, and Fédération québécoise des sports cyclistes (FQSC).

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