

Montreal Bicycle Show

- DURING THE 14TH EDITION OF THE MONTREAL BICYCLE SHOW -

This February 12 to 14, cycling fanatics will converge on the Place Bonaventure where over 250 exhibitors will show off the latest products and trends for the 2016 season!

Montreal, February 4, 2016 – On Friday, February 12 at noon, the 14th edition of the **Montreal Bicycle Show** will officially open its doors to cycling enthusiasts! Visitors to this major cycling show are in for a host of new products and equipment, as well as activities, seminars, special events and high-calibre competitions! Event spokesperson Yvan Martineau, a well-known and respected host, journalist and speaker, will be present throughout the Show to meet visitors and answer questions. The public will also have the chance to visit the **Montreal Triathlon Show**, which runs in parallel with the Montreal Bicycle Show. Back for the second year in a row and in response to the incredible popularity of this multi-faceted sport that features swimming, cycling and running, Triathlon Québec will be on hand to promote this exciting sport well as to host the **Triathlon Challenge for All Metro**. In collaboration with the *Journal Metro*, the Show invites athletes of all levels to participate in this indoor event, to be held at the Show! Running shoes and wetsuits will be provided for participants. All that is left to bring is a bathing suit and towel!

Get educated, get suited up and get rolling!

The Montreal Bicycle Show, whose mission is to share the latest trends in cycling and to educate enthusiasts on what's new in the industry, offers numerous seminars during the three-day event. **Le Théâtre du vélo La Presse+** will present several information sessions, each one more informative and exciting than the last! For its part, the **Théâtre du Triathlon 45 degrés Nord** will also offer a wealth of useful, professional advice to beginners and experts alike.



Over 250 exhibitors expected

Amongst the many discoveries that await visitors this year is **JolieRide Co.**, an all-new women's cycling clothing company that has just launched its very first clothing line designed exclusively for female riders. Also, a record number of tour operators will be on hand to offer cycling tours on all seven continents, including an unprecedented Fat Bike tour in Antarctica! And that's not counting the hundreds of bikes on display, including the new Gravel bikes, an impressive number of clothing and accessory collections, as well as a health and nutrition component, which will be of considerable importance this year. Furthermore, visitors will also be able to register onsite for some charitable cycling events as well as to test out several models, including electric bicycles, an increasingly affordable and popular way to roll!

During the three-day show, visitors will have the chance to sit back, relax and take a break at the **Café des cyclistes du Journal Métro**. What's more, Sunday, February 14 is **Family Day** at the Show, when kids under 12 get in for free!

In collaboration with La Presse+, VéloMag, the Fédération québécoise des sports cyclistes, Triathlon Québec and the Grands Prix Cyclistes de Québec and de Montréal

For complete schedule and details, visit: <http://www.salondavelo.com/montreal/en/>

About the Montreal Bicycle Show

The Montreal Bicycle Show is the largest consumers show of its kind dedicated exclusively to the world of cycling and cycling tourism. This major event draws together all players in this booming industry as well as those in all sectors connected to the sport of cycling in its many forms.

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