

News Release

For immediate release

The 2019 Bicycle Fall Blowout Sale celebrates 20 years of non-stop buying and great deals!

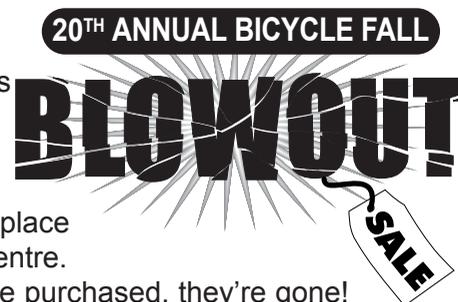
What began two decades ago as a small event to help Toronto bicycle retailers clear their year-end stock, has become one of the bicycle industry's most popular annual events. Hundreds of cycling enthusiasts will snap up still-new, year-end stock from top bicycle retailers at likely the year's lowest prices – bicycles, e-bikes, accessories and apparel – in a 7-hour, non-stop selling blitz.

According to studies, in a North American urban environment such as Toronto, people living up to 10 kilometres from their workplace can commute by bike in less than one hour. As far as recreational cycling, Toronto has dozens of excellent cycling paths. And the city is continually adding more cycling lanes to existing roadways. But for many would-be cyclists, there's still the perception that today's high-end bicycle brands (and accessories) are expensive. This event is a once-a-year opportunity to get still-new, top-quality bikes and accessories from the best manufacturers at exceptionally affordable prices.

So if you pass by Exhibition Place Saturday morning, October 5 of this year, don't be surprised if you see a huge line-up of people at the doors of the Enercare Centre (East Annex, Hall F, Door 33, next to the Coca-Cola Coliseum/Hockey Arena). What began as an opportunity for people of all ages to purchase new bicycles, accessories and clothing – and retailers and manufacturers to clear their year-end stock – has expanded into an annual, money-saving event offering the year's best deals on current models. Bottom line: Expect exhibitors, as they've always done in the past, to offer huge discounts on their products.

The event attracts cyclists from all over Ontario for three main reasons:

1. Products are still new – 2019 models from the world's best manufacturers
2. Bargains are genuine (buyers can save literally thousands of dollars)
3. The show attracts only established and respected retailers



This Fall's 20th annual, one-day, once-a-year Bicycle Fall Blowout Sale takes place on Saturday, October 5, from 10 am to 5 pm at Exhibition Place's Enercare Centre.

Products are available on a first-come-first-served basis only – so when they're purchased, they're gone!

20th ANNUAL BICYCLE FALL BLOWOUT SALE

Enercare Centre

East Annex, Hall F, Door 33 next to the Coca-Cola Coliseum/Hockey Arena
Exhibition Place, Toronto, Ontario, Canada

Saturday, Oct. 5, 2019
10 a.m. – 5 p.m.

20TH ANNUAL BICYCLE FALL

BLOWOUT

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ADMISSION PRICES

(includes taxes)

- Adults: \$5
- Seniors: \$5
- Children 6 – 12: \$5
- Children 5 and under: FREE

EXCELLENT STORY & PHOTO OPPORTUNITIES!

HUGE CROWDS ALL DAY • TOP BICYCLE RETAILERS • BEST DEALS

Call Josie Graziosi at (416) 363-1292 • Fax: (416) 369-0515 • E-mail: josie@telsec.net • www.bicycleshowtoronto.com