

# News Release

For immediate release

## New name and new location as Bicycle Show responds to e-bike “revolution”

For over three decades, the cycling event of the year and one of the largest exclusive bicycle consumer shows (The Toronto International Bicycle Show) has been ahead of the technology curve, keeping cyclists abreast of the latest products, technology and other industry advances. This landmark year of 2020 is especially important as industry studies predict that a revolution is definitely coming – and inexpensive, efficient e-bikes are poised to double the number of cyclist commuters in Toronto by 2022, according to a recently released report by Deloitte.

This unprecedented surge is primarily due to new technology, especially lithium-ion, battery-powered e-bikes. Experts also predict that about 130 million e-bikes (not the larger e-scooters) will sell between 2020 and 2023! Therefore, the show is re-branding with a new logo that will reflect its expanding focus on e-bikes and e-bike exhibitor participation. In fact, e-bike exhibitors at the show have continually increased year over year – from 5 in 2016 to 24 in 2019. Even more expected to showcase their newest e-bike products in 2020. So, celebrating its 34th anniversary this year, the annual The Toronto International Bicycle Show is now **The Toronto Bicycle Show and E-Bike Expo**. The show is also moving to a new location, as almost 75% of showgoers said that they prefer The International Centre in Mississauga, Ontario as the best venue. So we accommodated.

### Free, spacious hassle-free parking

Visitors can now look forward to effortless parking in larger lots, no downtown traffic congestion, less local traffic, and easier access from all directions. Even the Malton GO train and 31 GO Bus stop in front of the building! As always, the show will also feature the most up-to-date displays of new bicycles, accessories and apparel from over 175 exhibitors – including manufacturers, distributors, retailers and others. It's also the best place to discover the latest trends for 2020. Bicycle tour companies will feature fabulous holidays and beautiful bicycle trails across Canada and beyond. And there'll be plenty of activities and action events.

### Major action events, activities and attractions

- A popular Retail Marketplace area where visitors can buy the latest 2020 bicycles, accessories, clothing and more.
- A compelling Manufacturers Showcase area where showgoers can discover the latest innovations in cycling.
- On the expanded 2,500-foot e-bike test track, visitors can test ride all types of bicycles – including e-bikes, road, mountain, urban and commuter. Test ride the largest selection of bicycles found under one roof.
- The CFO Pro BMX Flatland Freestyle Competition will see top freestylers perform their most radical and amazing tricks.
- D'Ornellas Bike Shop will present old-school roller racing. Everyone is welcome to participate and there are plenty of prizes.
- Bicycle Touring and Bicycle Trail Vacation companies will feature some of the best destinations from around the world.
- Join a bicycle club and discover how you can make your cycling much more enjoyable. • Enter a free draw for a Bianchi bicycle.
- E-bike exhibitors increased from only 5 in 2016 to 24 in 2019, and will continue to feature the latest technology and products.

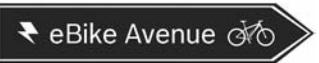
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### TORONTO BICYCLE SHOW AND E-BIKE EXPO – 2020

34<sup>TH</sup> ANNIVERSARY CONSUMER SHOW

NEW VENUE: INTERNATIONAL CENTRE  
HALLS 2 & 3, 6900 AIRPORT ROAD  
MISSISSAUGA, ONTARIO, CANADA

Friday, March 6: 11 am – 7 pm  
Saturday, March 7: 10 am – 6 pm  
Sunday, March 8: 10 am – 5 pm



One Yonge Street, Suite 1801  
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www.bicycleshowtoronto.com

### ADMISSION PRICES (includes taxes)

- Adults: \$15
- Seniors & children 6 to 12: \$10
- Family of 4: \$40
- 3-Day Pass: \$30
- 2-Day Pass: \$25
- Children 5 and under: FREE

Show visitors can **SAVE \$2** by buying their **TICKETS ONLINE** up to midnight Thursday, March 5.

**EXCELLENT STORY AND PHOTO OP'S – NEW PRODUCT LINES, ACTIVITIES, ACTION EVENTS, INTERVIEWS!**  
www.bicycleshowtoronto.com • Call Josie Graziosi: (416) 363-1292 • E-mail: josie@telsec.net

# Factsheet

## Event

- 2020 Toronto Bicycle Show and E-Bike Expo – 34th Anniversary Consumer Show
- One of the largest exclusive bicycle consumer shows
- More than 175 exhibitors

## NEW LOCATION

- The International Centre, Halls 2 & 3, 6,900 Airport Road, Mississauga, Ontario, Canada

## Show dates and hours

- Friday, March 6, 2020: 11 am – 7 pm • Saturday, March 7, 2020: 10 am – 6 pm • Sunday, March 8, 2020: 10 am – 5 pm

## Admission prices (includes taxes)

- Adults: \$15
- Seniors & Children 6 to 12: \$10
- Ages 5 and under: FREE
- Family of 4: \$40
- 3-Day Pass: \$30
- 2-Day Pass: \$25

## Special online discounts

Show visitors can save \$2 per ticket by purchasing their tickets online up to midnight on Thursday, March 5.

## Major action events, activities and attractions

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- A compelling Manufacturers Showcase area where showgoers can discover the latest innovations in cycling.
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- The CFO Pro BMX Flatland Freestyle Competition will see top freestylers perform their most radical and amazing tricks.
- D’Ornellas Bike Shop will present old-school roller racing. Everyone is welcome to participate and there are plenty of prizes.
- Bicycle Touring and Bicycle Trail Vacation companies will feature some of the best destinations from around the world.
- Join a bicycle club and discover how you can make your cycling much more enjoyable.
- E-bike exhibitors rose from 5 in 2016 to 24 in 2019, and will continue to grow and feature the latest technology and products.
- Enter a free draw to win a Bianchi bicycle.

# Public Service Announcement

Don't miss the cycling event of the year and one of the largest exclusive bicycle consumer shows! The 34th Annual Toronto Bicycle Show and E-Bike Expo will take place Friday, Saturday and Sunday, March 6, 7 and 8, now at an exciting new location – the International Centre at 6,900 Airport Road in Mississauga, Ontario. Enjoy thrilling competitions, fun activities and the latest in bicycles, e-bikes, accessories and clothing from over 175 exhibitors.

Test ride virtually any kind bike on an expanded 2,500-foot e-bike test track. Watch extreme athletes deliver a weekend of heart-stopping bicycle stunts as they navigate an insane set of obstacles. Plan a bike touring or trail vacation, join a bike club, or win a new Bianchi bicycle in a free draw. There's so much to see and do at this annual event. And, there's free, spacious, hassle-free parking every day of the show! Admission is only \$15 for adults and \$10 for seniors and children aged 6 to 12. Kids 5 and under are free. Visit [www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com) for more information.

The International Centre is so easy to get to – by car and by public transit. If you're driving, take the QEW to Hwy. 427 North. From Hwy. 427 North, exit at Dixon Road/Airport Road and then turn left at the lights. Follow Airport Road for about 4 kilometres. Then follow the signs to the International Centre and enter through Hall 3. If you're taking public transit, The Malton GO Train and 31 GO Bus stop just minutes from the Centre. Plus, the TTC's 52B Lawrence West Bus Monday to Friday, and the 52D Lawrence West bus Saturday and Sunday, stop right at The International Centre's North Entrance.

**More information: Josie Graziosi at (416) 363-1292 • E-mail: [josie@telsec.net](mailto:josie@telsec.net)**

[www.bicycleshowtoronto.com](http://www.bicycleshowtoronto.com) • Twitter: @bicycleshow • Instagram: @bicycleshowtoronto • Facebook: /bicycleshow • Hashtags: #bicycleshow, #BikeTO