

News Release

For immediate release

An expanded 2,300-ft. test track sponsored by Bosch, pre-olympic BMX qualifying action, the latest cycling products, bike giveaways, and so much more!

The largest exclusive bicycle consumer show in the world – The Toronto International Bicycle Show – is celebrating its 33rd Anniversary in 2019. New this year will be the exciting Bosch eBike Avenue, an expanded 2,300-ft. test track sponsored by Bosch for virtually all types of bikes – including eBikes, Road, Mountain, Urban and Commuter. Test ride the largest selection of bicycles found under one roof.

With BMX Freestyle now an official sport at the Japan 2020 Summer Olympics, the Bicycle Show's Toronto XJam competition promises to be even more intense. Several teams of riders from around the world will battle to earn points to qualify for this thrilling new Olympic event.

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 2019 and beyond. Bicycle tour companies will feature fabulous holidays and beautiful bicycle trails across Canada and beyond.

We also give away 30 bicycles in special promotions weeks before the show. Visitors can enter a free draw for a Bianchi bicycle or a Benelli electric bike. By promoting cycling as a healthy lifestyle, the show helps the environment. The show also gives back to the community by donating exhibitor space and show passes annually to over 25 Ontario clubs and associations, to promote grassroots and recreational cycling.

Major action events and activities

- **Bosch eBike Avenue.** Enjoy this expanded 2,300-foot Test Track for eBikes, Road, Mountain, Urban, Commuter and all other types of bicycles, sponsored by Bosch. Test ride the largest selection of bicycles found under one roof!
- **Toronto XJAM.** With BMX Freestyle now an official Olympic Sport, the Toronto XJam promises to be even more intense. Several teams of freestyle riders from around the world (including Canada, the U.S., South Korea, Japan, China, Russia, Croatia and Germany) are already booked and will battle to earn points to qualify for this thrilling new Olympic event. And more are expected to participate. Canada's largest BMX Freestyle Park Event will see **world-class BMX riders and mountain bike freestylers** battle for over \$15,000 in cash and prizes. New limits of what's possible on a bike will be pushed, making for an incredible spectacle. Riding in jam format will add to the action. Saturday's Pro qualifying and the Pro Finals on Sunday are huge draws. For rider entries, news and other information, please visit www.xjam.ca.
- **CFO Pro BMX Flatland Freestyle Competition.** Top freestylers will perform their most radical and amazing tricks.
- **The Great Lakes Winter Classic Bike Polo Tournament** is the first major event of the 2019 Bike Polo calendar. Bike Polo is a team sport combining the bicycle rider's skills with the fast-paced action of hockey. Teams and players from Canada, the USA and Europe have been invited, including the UK, Germany and France. Most have played in North American and World Championships.
- **Roller Racing.** D'Ornellas Bike Shop presents old-school roller racing. Everyone is welcome to participate and there are plenty of prizes.

Plus.....

- **Retail Marketplace** where you can make money-saving purchases and be the first to purchase 2019 bicycles, accessories and apparel.
- **Manufacturers Showcase** where you can see the latest innovations in cycling.
- **Plan a Bicycle Touring or Trail Vacation.** From one-day events to multi-day trips to lengthy group cycling tours, you'll discover some of the most beautiful areas in Canada, the U.S. and abroad, with gourmet meals and upscale accommodations along the way.
- **Speak to Bicycle Club Reps** – enroll and learn how they can make your cycling more enjoyable, or enter one of their special events.
- **Electric Bicycle Exhibitors** will showcase their latest technology and products.
- **Bicycle Frame Building** – what's new for 2019.
- **Kids' Action Zone** – fun area for children (adult supervision) plus a Kids' Test Ride Zone.
- **Free bicycle parking** every day of the show.
- **Bicycle Giveaway** – enter free show draws to win a Bianchi bicycle or a Benelli electric bike.

TEST TRACK SPONSORED BY



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➔ eBike Avenue

**TORONTO INTERNATIONAL
BICYCLE SHOW – 2019**
33rd ANNIVERSARY CONSUMER SHOW
BETTER LIVING CENTRE, EXHIBITION PLACE
TORONTO, ONTARIO, CANADA

Friday, March 1, 2019: Noon – 9 pm
Saturday, March 2, 2019: 10 am – 7 pm
Sunday, March 3, 2019: 10 am – 6 pm



**TORONTO INTERNATIONAL
BICYCLE SHOW**

1 YONGE STREET • SUITE 1801 • TORONTO • ONTARIO • M5E 1W7
FAX (416) 363-0515 • TEL. (416) 363-1292
WEBSITE: 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, February 28.

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 • Fax: (416) 369-0515

Factsheet

Event

- 2019 Toronto International Bicycle Show – 33rd Anniversary Consumer Show
- Largest exclusive bicycle consumer show in the world
- More than 175 exhibitors – manufacturers, distributors, retailers, touring companies, cycling clubs and more

Location

- The Better Living Centre, Exhibition Place, Toronto, Ontario, Canada

Show dates and hours

- Friday, March 1, 2019: Noon – 9 pm
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Admission prices (includes taxes)

- Adults: \$15
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- Ages 5 and under: FREE
- 2-Day Pass: \$25

Special online discounts

Show visitors can save \$2 per ticket by purchasing their tickets online up to midnight on Thursday, February 28.

Major events and activities for 2019

- ★ **Bosch eBike Avenue.** Enjoy this expanded 2,300-foot Test Track for eBikes, Road, Mountain, Urban, Commuter and all other types of bicycles, sponsored by Bosch. Test ride the largest selection of bicycles found under one roof!
- ★ **Toronto XJAM.** Canada's largest BMX Freestyle Park Event will see **world-class BMX riders and mountain bike freestylers** battle on a challenging course for over \$15,000 in cash and prizes. The BMX Jam is now an official BMX Freestyle Park pre-Olympic qualifying event in advance of the Japan Summer Olympics in 2020.
- ★ **CFO Pro BMX Flatland Freestyle Competition.** Top freestylers will perform their most radical and amazing tricks.
- ★ **The Great Lakes Winter Classic Bike Polo Tournament** – the first major event of the 2019 Bike Polo calendar. Most participants have played in North American and World Championships.
- ★ **Roller Racing.** D'Ornellas Bike Shop presents old-school roller racing. Everyone is welcome to participate and there are plenty of prizes.

Other major action events and activities

Special features and areas

- **Special Retail Marketplace area** where you can make purchases.
- **Special Manufacturers Showcase area.** See and learn about the latest innovations in cycling.
- **Plan a Bicycle Touring Vacation** – cycling tours of some of the most beautiful areas in Canada, the U.S. and abroad.
- **Speak to Bicycle Club Reps** – enroll and learn how they can make your cycling more enjoyable, or enter one of their special events.
- **Electric Bicycle Exhibitors.** See the latest technology and products.
- **Kids' Action Zone.** A special fun area for children with several features and activities (adult supervision required).
- **Bicycle Frame Building.** Discover what's new and exciting for 2019.
- **Bicycle Giveaways.** Enter free draws at the show to win a new Bianchi bicycle or a Benelli electric bike.
- **Free bicycle parking**

More information: Josie Graziosi at (416) 363-1292 • E-mail: josie@telsec.net • Fax: (416) 369-0515

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Public Service Announcements

1

Get ready for the 33rd Annual Toronto International Bicycle Show! Enjoy thrilling competitions, fun activities and the latest bikes, accessories and clothing from over 175 exhibitors. Test ride a bike on Bosch eBike Avenue – an expanded 2,300-foot Test Track for eBikes, Road, Mountain, Urban, Commuter and all other types of bicycles, sponsored by Bosch. Test ride the largest selection of bikes under one roof!

The Toronto X-Jam will feature world-class professional street course BMX riders competing for over \$15,000 in cash and prizes. The event is now an official BMX Freestyle Park pre-Olympic qualifying event in advance of the Japan Summer Olympics in 2020. And the CFO Pro BMX Freestyle Competition will see some of the world's best freestylers perform breathtaking stunts.

Extreme athletes will deliver a weekend of heart-stopping bicycle stunts navigating an absolutely insane set of obstacles. The 2019 Great Lakes Winter Classic Bike Polo Tournament will feature road, mountain and hybrid bikes. Take your children to the Kids' Action Zone, plan a bike touring or trail vacation, or join a bike club. Enjoy D'Ornellas Bike Shop's old-school roller racing. Everyone is welcome and there are plenty of prizes to be won. Win a new Bianchi bicycle or a Benelli Electric bicycle in free draws. There's so much to see and do. And, there's free parking every day of the show!

Head for Exhibition Place's Better Living Centre. You can get there quickly from the Bathurst, Dundas West, Dufferin and Union Subway Stations. Or, just take the GO Train! The show is Friday, March 1st, Saturday, March 2nd, and Sunday, March 3rd. Admission is only \$15 for adults and \$10 for seniors and children aged 6 to 12. You can also get a money-saving Family Pass for 4 for just \$40, a 3-Day Pass for only \$30, or a 2-Day Pass for only \$25. Children 5 and under accompanied by an adult are always FREE. Buy your tickets online by Thursday, February 28 at midnight, and save \$2 per ticket. Just visit www.bicycleshowtoronto.com.

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The Toronto X-Jam, now a pre-Olympic qualifying event, will feature world-class professional street course BMX riders competing for over \$15,000 in cash and prizes. The action-packed CFO Pro BMX Freestyle Competition will see riders perform breathtaking stunts. Extreme riders will deliver heart-stopping stunts as they navigate an insane set of obstacles. The 2019 Great Lakes Winter Classic Bike Polo Tournament will feature road, mountain and hybrid bikes. Take your children to the Kids' Action Zone, plan a bike touring or trail vacation, or join a bike club. Enjoy D'Ornellas Bike Shop's old-school roller racing. Win a new Bianchi bicycle or a Benelli Electric bike.

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