



TORONTO INTERNATIONAL BICYCLE SHOW

1 YONGE STREET • SUITE 1801 • TORONTO • ONTARIO • M5E 1W7

FAX (416) 369-0515 • TEL. (416) 363-1292

WEBSITE: www.bicycleshowtoronto.com

PRESS RELEASE

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Olympic hopefuls from several countries to clash at Bicycle Show's XJam Freestyle pre-Olympic event

Cycling Canada (Ottawa) and the Paris-based sanctioning body Union Cycliste Internationale (UCI) have confirmed that the Toronto XJam, a major feature at the Toronto International Bicycle Show, will be one of only two events in Canada designated as a UCI-C1 event destined for Japan's Olympic BMX Freestyle Park in 2020. With BMX Freestyle now designated as an official Olympic Sport at the Japan 2020 Summer Olympics in Tokyo (July 22-August 9), the Toronto International Bicycle Show's always popular, star-studded BMX Freestyle competition promises to be even more intense, as teams of riders from around the world battle on an incredibly challenging course for points to qualify for this thrilling new Olympic event. Cycling Canada added that these events represent an important landmark in the development of BMX Freestyle in Canada, as well as the overall development of Canada's pro athletes.

The Toronto International Bicycle Show will take place March 1, 2 and 3, 2019 at the Better Living Centre, Exhibition Place, Toronto. The other UCI-sanctioned event will take place at the Joyride 150 Indoor Facility in Markham, Ontario, February 26, followed by the Canadian BMX Freestyle Championships the very next day. As mentioned, athletes competing in both events can earn points that will make them eligible to compete for their country at the Japan 2020 Olympic Games. Freestyle athletes from Canada, the U.S., South Korea, Japan and China are already booked for both events – with a host of other teams from around the world expected to follow.

"The Toronto International Bicycle Show has provided features for BMX and Mountain Bikes since its founding in 1987," said Show Manager Carl Bastedo. "Having the Toronto XJam feature at the show now designated as a points qualifier for the Japan Olympic Games in 2020 takes this event to an entirely new level of importance and excitement. We look forward to working with Cycling Canada, UCI and Joyride 150, and we're equally excited to offer this world-class event to all show attendees," he added.

"Being designated a UCI-C1 event qualifying riders for the 2020 Olympics presents us with bold new challenges for 2019," said Toronto XJam Event Manager Zeb Dennis. "My course design and build team have been working hard to offer international athletes a challenging course to compete on. We look forward to hosting the world's top BMX Freestyle athletes at the show."

More information and contacts

- More on the Toronto XJam event: www.xjam.ca.
- More on the Toronto International Bicycle Show: www.bicycleshowtoronto.com.
- Bicycle Show XJam and other events call **Carl Bastedo** at (416) 801-6867.
- Bicycle Show info call **Josie Graziosi** at (416) 363-1292 • E-mail josie@telsec.net.