

Cycling in Niagara/Niagara en Vélo
New Bilingual Publication provides six great circuits on one map

Thorold, Ontario, March 4, 2009 - Cycling enthusiasts of all skill levels will be interested in obtaining a copy of the recently published map, "Cycling in Niagara/Niagara en Vélo."

The full-colour bilingual publication contains six distinct cycling loops with milestone distances and street names so that cyclists can efficiently plan a day trip, or series of trips, by bicycle throughout the Niagara region. Almost all of Niagara's municipalities are covered by at least one route. This bilingual cycling map emphasizes the importance of the Great Niagara Circle Route.

"We are very excited about cycling and the prospects for this great activity as a tourism draw to the region," states Patrick Gedge, CEO of Niagara Economic Development Corporation. "In fact the map was in great demand at the Tourism Niagara booth in the recent cycling consumer show held in Montreal, Quebec. Based on the enthusiasm of visitors to that event, we can safely say that hundreds of cyclists from the Montreal area are committed to come cycling throughout Niagara this summer."

The Cycling in Niagara committee worked for several months to draw the information together for the finished product. The organizations involved in the project include, the Tourisme Franco Niagara, Regional Niagara Bicycling Committee, the Niagara Freewheelers, Destination Niagara, and cities of St. Catharines and Thorold.

The illustrated routes include the "Grimsby Mountain Loop" (38 kms); "Greater Niagara Circle Route" (140 kms); "Wainfleet Picnic Ride" (42 kms); "Rockway" (38 km); "Down Glenridge" (32 kms); and the "Parkway to the Country and Back" (35 kms)".

Tourisme Franco Niagara is a marketing alliance of Tourism Niagara, a division of the Niagara Economic Development Corporation, Venture Niagara and Club 2000 Niagara. The group has been targeting the Quebec market for several years and has launched a number of initiatives including a French web site www.bonjourniagara.com and the Bonjour campaign, a strategy that involves French language customer service training.

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