



MEDIA ADVISORY

Award-winning Bike Train returns to North Bay

Discovery Routes Trails Organization welcomes the return of the Bike Train to North Bay this weekend. Visiting cyclists will spend the weekend exploring the area's trails and road routes on two wheels while presented with a variety of options including choose-your-own adventure, self-guided itineraries or a choice of group rides with volunteer, local cyclists that have first-hand knowledge of the best cycle trips the area has to offer.

Media representatives are invited to greet cyclists as they disembark the Northlander at the North Bay station at its scheduled arrival time of 1:50pm on Friday, July 16th. An informal reception and welcome ceremony will receive cyclists followed by a special North Bay Police Services bicycle escort to the waterfront trail system.

A detailed itinerary is posted on our website at <http://www.discoveryroutes.ca/advisory.htm> listing other opportunities for media representatives to meet visiting cyclists.

More information on the Bike Train Initiative is available at www.biketrain.ca or contact:
Peter Lipscombe, Marketing Manager, Bike Train Initiative
Office: 416.338.0499 Email: plipsco@toronto.ca

For local trail information and other local details contact:
Jennifer McCourt, Executive Director, Discovery Routes Trails Organization
Phone: 705.472.8480 Email: jennifer@discoveryroutes.ca

Photo Attachments:



Peter Lipscombe, Marketing Manager, Bike Train Initiative unloading bicycle from retrofitted baggage car at the North Bay Train Station.



Bike Train passengers arriving at the North Bay train station during the Bike Train's inaugural visit in July 2009.