

Cycling Season 2008 Fun and Prizes

Launch Week and the Rest of the Cycling Season

The launch of the cycling season, will be held from **May 26 to June 1** and then continues from **June 2 to October 31**.

The name of the campaign for the rest of the cycling season is known as, Bike to Get There.... where you live, learn, work & play. This campaign title promotes the message of cycling as a mode of transportation whenever possible.

Take the time to read the Team Captain Passport to Success, start recruiting team members and begin to generate excitement about cycling as a mode of transportation as well as recreation.

The first 40 Team Captains that register their teams of ten cyclists will receive a gift certificate valued at **\$20.00 for the Old Bank Bistro, Fort Erie or the Keefer Mansion Inn, Thorold**.

Each round trip to any destination during launch week earns the cyclist a ballot for a great prize:

**Dinner for two and one night stay at Keefer Mansion Inn,
Thorold valued at over \$300.00**

During Launch Week complete a ballot for each round trip to any destination and submit completed ballots to Niagara Region Public Health, 2201 St. David's Rd., Campbell East, Thorold before June 15, 2008.

No team? No problem! Complete your ballots and submit as individuals.

Following the launch week we continue to encourage cycling to destinations rather than use a car. The campaign has been extended with easy to use passports to record all cycling commutes to places where we live, learn, work & play. Cyclists of all ages are encouraged to fill out the passports and submit to their local participating bicycle shop at the end of June, July, August, September and October and draws for prizes will be held on (or about) July 15, August 15, September 15, October 15 and November 15 for exciting prizes donated by the participating cycling shops.

Call at any time with questions or concerns about Launch Week and the Bike to Get There.... where you live, learn, work & play campaign at 905-688-8248 ext 7422.



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