

# THE GREAT WATERFRONT TRAIL ADVENTURE

12<sup>th</sup>  
ANNUAL



## *Great Lakes to Greenbelt to Great North*

*Great Waterfront Trail Adventure launches the Northern expansion  
of the Great Lakes Waterfront Trail*

**July 2, 2019** – Later this month wheels will be in motion for the 12<sup>th</sup> annual [Great Waterfront Trail Adventure](#) (GWTA) from July 28<sup>th</sup> to August 2, 2019 with **145 cyclists, riding 450 kilometres through 23 communities and three First Nations over six days** enjoying the majestic scenery that inspired the Group of Seven.

This year, the Waterfront Regeneration Trust's annual ride marks the completion of a four-year program to expand the Great Lakes Waterfront Trail along the Lake Huron North Channel. It is the first provincially recognized cycling route in Northern Ontario and also designated as part of The Great Trail, Canada's national trail system.

“We now have a fantastic cycling route that connects people from Southern Ontario to Northern Ontario along the world's largest group of freshwater lakes”, said Marlaine Koehler, executive director of the Waterfront Regeneration Trust, the charity leading the work to regenerate the Great Lakes with the creation of the Trail. With the expansion, the Great Lakes Waterfront Trail now stretches 3,000 km from Quebec to the new western terminus at Lake Superior. “People can now cycle from downtown Toronto to downtown Sault Ste. Marie—only 1726 km, 1750 if you want to dip your toes into Lake Superior.”

“People are going to love this section of the Trail. It is different from any other part of the Waterfront Trail, but equal in its power to remind us of why we love Ontario and our Great Lakes,” continued Koehler. “We are thrilled to make the North part of Ontario's iconic cycle tourism experience”.

The Lake Huron North Channel celebrate the spirit of the North, following 12 heritage rivers, connecting with 11 northern lakes, winding through forests, Amish and Mennonite farmland, historic logging, mining and fishing villages, and 24 beaches. The expansion is the collective accomplishment of partnership including local communities, The Great Trail, the Ontario Trillium Foundation, Tourism Northern Ontario, and the Ontario Ministry of Transportation.

The cycle tourists taking part in the Great Waterfront Trail Adventure depart from Sault Ste. Marie on July 29<sup>th</sup> arriving in Sudbury on August 1<sup>st</sup> with overnight stops in Bruce Mines, Blind River, Espanola and Sudbury. During the week, they will enjoy northern hospitality, tour historical landmarks, visit local breweries hear local music performances, and share Indigenous traditions in three First Nations.

CAA South Central Ontario, a long-time supporter and co-presenter of the Great Waterfront Trail Adventure, will be on hand to provide participants with CAA Bike Assist support along the 450-km ride. CAA Bike Assist is a CAA member bike service, much like roadside assistance for their cars.

This year's cyclists hail from four Provinces (Ontario, Alberta, Quebec and New Brunswick) and seven States (Alabama, Florida, Massachusetts, Minnesota, New Jersey, Arizona and Pennsylvania) and range in age from 23 to 81. Thanks to the support of the Toronto and Region Conservation Authority (TRCA), also included in this group are two 2019 Youth Ambassadors from Waterlution, a charity cultivating the next generation of water leaders and advocates.

The itinerary and maps from the event will be available for download as a mini-guide from the Waterfront Trail website to assist people with their own adventure planning.

Follow our cyclists on social media as they Cycle the North next month. #GWTA19. For more information about the ride please visit <https://waterfronttrail.org/great-waterfront-trail-adventure/gwta/>

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For more information or to arrange an interview with the event coordinators please contact:

Janice Barker  
GWTA Media Relations Manager  
Ph: (289) 888-2864  
Email: [barkerjanice@yahoo.ca](mailto:barkerjanice@yahoo.ca)

### **About the Great Waterfront Trail Adventure**

The Great Waterfront Trail Adventure is an annual, fully supported, recreational cycling holiday hosted by the Waterfront Regeneration Trust (WRT) with its community partners that promotes cycling tourism and healthy, active living in Ontario. In its 12th year, the sold-out event also provides daily luggage transportation, mechanical assistance and designated shuttles.

With a mission to continually improve the Great Lakes Waterfront Trail, the WRT manages a partnership of more than 140 communities, conservation authorities, NGOs and community groups who share a vision for a connected, accessible, revitalized Great Lakes and St. Lawrence River waterfront.

### **2019 Honorary Tour Director and Ambassadors include:**

Donna Hilsinger, Councillor Sault Ste. Marie, Randi Condie, Mayor of Township of North Shore (Lake Huron North Channel), Gavin Grant, Councillor of Johnson Township (Lake Huron North

Channel), Joanne Dies, Durham Regional Councillor for Ajax (Lake Ontario), Dave Henderson, retired Mayor of Brockville (St. Lawrence River), Steve Parish, retired Mayor of Ajax (Lake Ontario), Peter Delanty, retired Mayor of Cobourg (Lake Ontario), Bev MacDougall, former Lambton Regional Councillor for Sarnia (Lake Huron), Shelley Petrie, The Greenbelt Foundation, Rachele Niemela, Bike Sudbury, Marlaine Koehler, Waterfront Regeneration Trust, Mike Wozny, Tourism Northern Ontario, Tracy Nickelford, CAA representative, Jordan Hawkswell and Danyka LeClair Waterlution Youth Ambassadors.

**Many thanks to our partners, the communities along the Lake Huron North Channel** and CAA, Destination Northern Ontario, Toronto Region and Conservation, The Greenbelt Foundation, Voyageur Cycling Route, Ontario Government, City of Greater Sudbury, Pine Ridge Services, Henry of Pelham, 13 Street Winery, Trans Canada Trail Ontario/The Great Trail and The Ontario Trillium Foundation

#### **Quotes**

“Cycling tourism is growing across Ontario thanks to organizations like the Waterfront Regeneration Trust and events like the Great Waterfront Trail Adventure. CAA is a proud supporter of this work,” said **Tracy Nickleford, manager, community relations, CAA South Central Ontario**. “With all this momentum, it’s becoming increasingly important for motorists to be aware of how to maneuver with more cyclists on the road and for cyclists to be aware of their rights and responsibilities. Exploring this great province by four wheels or two is all the more enjoyable when we share the road and keep safety and consideration top of mind.”

"I am grateful to the many people who have worked so hard over the last number of years to make the Lake Huron North Channel route a reality and I am thrilled that we are hosting the Great Waterfront Trail Adventure starting in Sault Ste. Marie this year." **Donna Hilsinger, Councillor Sault Ste. Marie**

“The Municipality of Huron Shores is pleased to be providing a rest stop and water station at the Iron Bridge Museum to welcome the Great Lakes Waterfront Trail’s Cycle the North Riders and hear about the trip! We are excited to be a part of the provincial cycling network and wish you perfect pedalling weather as you explore the North Shore!” -- **Georges Bilodeau, Mayor of Municipality of Huron Shores**

“The Town of Spanish welcomes the 2019 Great Waterfront Trail Adventure cyclists to enjoy the beautiful vistas you will encounter as you travel along the North Shore of Lake Huron. We know you will want to make many return trips to the North to further explore the incredible landscapes, abundance of nature and friendly communities that await you.” -- **Mayor Jocelyne Bishop, Town of Spanish**.

“In this world, full of examples of disconnection, it is great to witness examples of connection through this route. Bravo to all those who made this a reality!” **Susan Sonnenburg, Councillor Township of Sables-Spanish River**

“The Town of Espanola is proud and pleased to be a critical junction point on the Great Lakes Waterfront Trail,” says Mayor Jill Beer, “What an opportunity it is to extend a warm welcome to 150 cycle tourists this week. The size and enthusiasm of this cycle group will serve as an

inspiration to our local cycle enthusiasts and confirms the importance of investing in active travel infrastructure and services.” -- **Mayor Jill Beer, Town of Espanola**