



## Media Advisory

### GREAT DAY FOR CYCLE TOURISM IN ONTARIO

**July 23, 2019** – Roberta Bondar Park in Sault Ste. Marie marks the starting line for the 12th annual Great Waterfront Trail Adventure—Ontario’s premier cycle tourism event. This year, the Waterfront Regeneration Trust’s annual ride marks the completion of a four-year program to expand the 3,000 km 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. Departing from Sault Ste. Marie today, 145 cyclists will ride 450 kilometres through 23 communities and three First Nations over six days enjoying the majestic scenery that inspired the Group of Seven.

**WHAT:** Launch of the 2019 Great Waterfront Trail Adventure.

*Includes a performance by Bear Creek Drum Group and a formal launch and ribbon cutting for the Lake Huron North Channel Expansion of the Great Lakes Waterfront Trail/The Great Trail.*

**WHEN:** July 29<sup>th</sup>, 2019

**8:00am** Bear Creek Drum Group Performance

Opening Ceremonies and remarks

**8:20am** Stage guests head to the start line

**8:30am** Ribbon Cutting and Group Photo; cyclists begin a slow roll out of Sault Ste. Marie to Garden River First Nation.

**WHERE:** Roberta Bondar Park @ Roberta Bondar Pavilion  
65 Foster Dr., Sault Ste. Marie, ON P6A 5N1

**WHO:** **Marlaine Koehler**, Executive Director, Waterfront Regeneration Trust and MC  
**Terry Sheehan**, MP for Sault Ste Marie  
**Chief Paul Syrette**, Garden River First Nation  
**Hon. Ross Romano**, MPP for Sault Ste. Marie and Minister of Training, Colleges and Universities  
**Councillor Donna Hilsinger**, Sault Ste. Marie  
**Dave MacLachlan**, Executive Director, Tourism Northern Ontario

### **DIGNITARIES:**

**Donna Hilsinger**, Councillor Sault Ste. Marie

**Rob Nowosielski**, Chair of Ontario Trillium Foundation Grant Review Team in Sault Ste. Marie

**Marlene Spruyt**, Medical Officer of Health/CEO, Algoma Public Health

**Mayor Ken Lamming**, Prince Township

**Shompa Hai**, Trans Canada Trail Ontario and The Great Trail

**Asima Venzina**, President and Vice-Chancellor, Algoma University

### **HONORARY TOUR DIRECTORS:**

**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**, Greenbelt Foundation

**Rachelle Niemela**, Bike Sudbury

**Mike Wozny**, Tourism Northern Ontario

**Jordan Hawkswell**, Waterlution Youth Ambassador

**Danyka Leclair**, Waterlution Youth Ambassador

**Tracy Nickelford**, CAA representative

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

The Great Waterfront Trail Adventure is an annual, fully supported, recreational cycling holiday and awareness ride hosted by the Waterfront Regeneration Trust (WRT) with its community partners to promote 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.

### **About the Great Lakes Waterfront Trail**

The Great Lakes Waterfront Trail is a 3,000 km signed route using a combination of paths, roads and secondary highways connecting 140 communities along the Canadian shores of the Great Lakes and St. Lawrence River from Sault Ste. Marie to the Quebec border. It is both a symbol of and catalyst for waterfront revitalization. It is earning a reputation as one of Ontario's extraordinary cycle tourism experiences.

### **About the Waterfront Regeneration Trust**

The Waterfront Regeneration Trust is the charity leading the movement to regenerate the Great Lakes with the creation and enhancement of the Great Lakes Waterfront Trail. The Waterfront Regeneration Trust established and manages a partnership of more than 140 communities, conservation authorities, NGOs and community groups who are connected by the Trail and share a vision for a connected, accessible, revitalized Great Lakes and St. Lawrence River waterfront.

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

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