



## Media Advisory

### CITY OF GREATER SUDBURY WELCOMES 145 CYCLE TOURISTS

**July 23, 2019** – 145 cyclists are due to arrive at Science North, Sudbury on August 1st for the completion of 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.

**WHAT:** Conclusion of the 12<sup>th</sup> annual Great Waterfront Trail Adventure

**WHEN:** August 1, 2019

**2:00pm** Sudbury leaders meet cyclists and begin ride to Science North  
**3:00pm** Medal and sign presentation Science North

**WHERE:** **Stack Brewing**  
1350 Kelly Lake Road, Sudbury, ON

**Science North**  
100 Ramsey Lake Rd, Sudbury, ON P3E 5S9

**WHO:** Jamie West, MPP Sudbury  
Sudbury Mayor Brian Bigger  
Councillor Deb McIntosh  
Rachelle Niemela, Sudbury Bikes  
Dan Barrette, Rainbow Routes  
Mayor Randi Condie, North Shore Township  
Marlaine Koehler, Waterfront Regeneration Trust

**DETAILS:** *Jamie West, Mayor Bigger and Councillor McIntosh* will meet the cyclists at Stack Brewing at the Kelly Street Water Stop at 2:00pm. Cyclists will enjoy a taste of Sudbury’s growing distillery district including Stack Brewing, Crosscut Distillery and 46 North Brewing. From there, the group will ride 8 km to the finish at Science North, the eastern terminus of the Lake Huron North Channel expansion of the Great Lakes Waterfront Trail. They will meet executive

director of the Waterfront Regeneration Trust, Marlaine Koehler. Marlaine will present the group with a finisher's medal and a sign for the Lake Huron North Channel expansion of the Great Lakes Waterfront Trail.

### **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:**

CAA  
Destination Northern Ontario  
Toronto Region and Conservation  
Greenbelt Foundation  
City of Greater Sudbury  
Voyageur Cycling Route  
City of Greater Sudbury  
Ontario Government  
Henry of Pelham  
Pine Ridge Services  
13 Street Winery  
Trans Canada Trail Ontario/The Great Trail  
Ontario Trillium Foundation

### **Media Contact:**

Janice Barker  
(289) 888-2864  
barkerjanice@yahoo.ca