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*St. Lawrence*

# EMC

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## Cycle tourism potential for businesses will be focus of workshop on Feb. 8

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BY EMC NEWS

EMC Events - A Welcome Cyclists Network workshop will be held in Brockville on Tuesday, Feb. 8 for tourism businesses and organizations interested in accessing the growing cycle tourism market.

The workshop - from 9:30 a.m. to 11:30 a.m. - will be at The Mill Restaurant, 123 Water St. W., Brockville. It is one of four workshops being held in Eastern Ontario.

An information release from the organization notes: "Free to attend, the informative two-hour workshop offers bicycle friendly businesses in the area an opportunity to join a growing provincial network, and connect with both the increasing number of cycle tourists and local cyclists across Ontario.

"Accommodations, cafes, restaurants, tourist attractions, and other cycling related business owners, managers and/or staff are encouraged to attend to learn more and be eligible for a free Welcome Cyclists Network membership."

The informal session will provide information on:

Who cycle tourists are and how welcoming them can be good for business,

Regional cycling routes and services,

How to become a certified bicycle friendly business,

Marketing and networking opportunities,

There is no charge to attend a workshop or become a Network participant.

Online registration is available. Space is limited.

For more information visit [www.welcomecyclists.ca](http://www.welcomecyclists.ca) or call Louisa Mursell, Project Manager, at 1-866-333-4491.