

**\*\* Please note that this archive format does not support external links. Use your internet search engine as an alternate or contact us for more information.**

May 2011



## Welcome Cyclists Network UPDATE

### Welcome Cyclists Continues to Grow

We have recently re-launched our website coinciding with the Welcome Cyclists Network's expansion to include southeastern Ontario (RTO9). Cyclists can now more easily find your bicycle friendly business and information on cycling within your region. Features include:

- Searchable map, location points and listings
- On-line business registration & certification
- Claimable listings, upgrade your info for free
- Featured 'Great Places to Cycle'
- Growing number of links and regions participating
- And more ... all at [www.welcomecyclists.ca](http://www.welcomecyclists.ca)

Make sure your information is included and your business or region is making the most of this marketing opportunity, accessing the growing cycle tourism market in Ontario.

#### Welcome Cyclists Network Quick Facts

- 17 Workshops in 2010/2011, 424 registered attendees
- 8 regions and southeastern Ontario RTO9, with parts of 5 regions
- 310 certified bicycle friendly participating businesses and organizations



If you would like to request copies of our new 2011 rack card, as pictured above, please send us an email: [information@welcomecyclists.ca](mailto:information@welcomecyclists.ca)

### June 15: Welcome Cyclists Workshops

Additional workshops have just been announced for the following areas, both scheduled for Wednesday, June 15:

**Kemptville, North Grenville & Surrounding Areas  
Gananoque & Surrounding Areas**

If you are located near those areas and within RTO9 we hope you will be able to join us for an informative 2 hour workshop.

[View invitation & more information here](#)

### In This Issue

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### Not Yet a Participant?

If you haven't already signed on to become a part of the Welcome Cyclists Network you can now do so on-line.

If your business meets the criteria to become certified as bicycle friendly and is located in a region the program is offered, follow these easy step to register:

- Go to 'Join the Network' page at [www.welcomecyclists.ca](http://www.welcomecyclists.ca)
- Review certification criteria and program information
- Create an account, and input information according to instructions

Registration will be reviewed and listing added within 48 business hours. You will receive an information package with decals in the mail.

### Already a Participant?

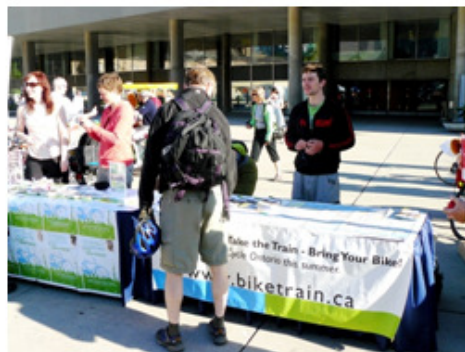
Consider adding to your basic listing by adding a description and logo or photo. To do so:

- Go to 'Join the Network' page at [www.welcomecyclists.ca](http://www.welcomecyclists.ca)
- Create an account and follow instructions on 'How to Claim an

## Ontario Cycle Tourism Information Booth

We will be connecting with cyclists across the province at a number of promotional events this summer.

At these events we will be providing cyclists with the opportunity to learn more about cycle tourism destinations across Ontario connecting them to cycling resources and maps from participating regions. Cycling Ambassador staff will be on hand to personally assist with enquiries regarding cycling in specific areas and forward any further requests for information to the appropriate local partners.



Next Event: Bike To Work Day, May 30  
Toronto City Hall

## Consumer Contact & E-Newsletter

- **Over 3000 cyclists are now receiving our consumer e-newsletter! Are you?**

What originally started as our Bike Train e-newsletter has now transformed into Bike Train / Welcome Cyclists format, promoting a wide range of cycle tourism opportunities across the Province.

Sent monthly to subscribers for 6 months of the year, many cyclists use it as a resource for planning their next cycling adventures.

If you would like to receive this sendout subscribe [HERE](#).

Our office also receives numerous phone calls and emails not only from Ontario based cyclists, but folks recently calling from US, Quebec and as far away as France. While we are happy to offer personalized service to assist with trip planning in Ontario and mail out promotional information, we do try to direct calls and internet users to additional regional sources where appropriate.



## Feature Welcome Cyclists Locations

### [Konzelmann Winery](#)



For including the Welcome Cyclists logo in their ad on the new edition of the [Niagara Regional Cycling Map](#).

The 2011 Edition of this popular cycling map is now available at this certified bicycle friendly winery and other retailers in the Niagara area.

## Existing Listing

### Welcome Cyclists Logo

To identify your business as a bicycle friendly location consider including our logo on your promotional materials. Whether it is print or web based with link we let our simple and recognizable logo say it all.



If you have recently added your business to our website or claimed your listing you will readily have access to them on the Network Resources page.

Following on from this email - we will be sending out a separate email to all registered participants with the logos included.

## Upcoming Cycling Events

We are working on the following two events this summer:

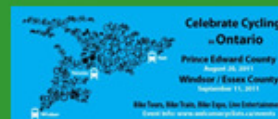
### [Celebrate Cycling in Prince Edward](#)

- Saturday, August 20, 11am-5pm, Wellington Park

### [Celebrate Cycling in Windsor / Essex County](#)

- September 10-11, Fort Malden Shores of Erie Wine Festival

Find out more, how your business can participate if located nearby, or bring or rent a bike and come and enjoy a day out.



## Cycling Events Across Ontario

Each year there are a growing number of cycling events happening across Ontario. We have created a webpage to list information on a variety of recreational, touring and race events in 2011.

[View Event Listings Here](#)

Please let us know if we missed a cycling event in your region.

**Thank You**



## Art in the Heart of Prince Edward County

For being especially creative when designing their new promotional card featuring 5 studios and galleries near Bloomfield.

This attractive card includes the Welcome Cyclists logo and advertises the availability of bottled water at each location - sure to stop many a thirsty cyclist this summer.

For more info:

[www.artintheheartofthecounty.com](http://www.artintheheartofthecounty.com)



Project funding partners for current expansion:



For a complete list of partners visit:  
[www.welcomecyclists.ca](http://www.welcomecyclists.ca)

We hope you found this News Update informative. Please email us with any comments as we value your input.

Sincerely,

Louisa Mursell & Justin Lafontaine

[Welcome Cyclists Network](http://www.welcomecyclists.ca) & [Bike Train Initiative](http://www.biketrain.ca)

*Projects of [Transportation Options](http://www.transportationoptions.ca)*

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