



Sample #3: Newsletter Article

(Region/Municipality Name) is committed to developing cycle tourism in our area. This is why we're a participating area in the Ontario By Bike™ Network (hyperlink – www.ontariobybike.ca), a program certifying and promoting bicycle friendly businesses and cycle tourism in a growing number of regions across Ontario. The goal is to create a network of businesses that together enhance our regions cycle tourism product and collectively Ontario's cycle tourism sector.

Joining the Ontario By Bike Network is free of charge for businesses and locations interested in becoming certified as bicycle friendly. We are encouraging businesses that fall under the categories of accommodations (including campgrounds), food service providers, attractions (including visitor information centres), business areas, as well as bike shops to consider joining the Ontario By Bike Network and take advantage of this great marketing opportunity.

What benefits do you get by becoming a Network participant?

- Each location gets a listing on the Ontario By Bike™ website, which helps cyclists when they are researching their trips to find bicycle friendly destinations
- Location and category pinpoint on the Ontario By Bike™ Network online map
- Business directories linked to regional profile pages on the Ontario By Bike™ website, with information and links to trail and route planning maps and resources
- Ontario By Bike™ Decals highlighting participation as a part of network
- Inclusion in group promotions at events hosting the Ontario Cycle Tourism Information booth
- Possible inclusions in online marketing, including email and social media marketing and other online promotions
- Access to promotional opportunities developed by the Ontario By Bike™ Network and/or partners, designed exclusively for Network participants
- Promotion by being a part of a larger network in the region, and across Ontario

Click here to register your business (hyperlink – www.ontariobybike.ca/join-the-network), or contact an Ontario By Bike™ staff through phone (1-866-701-2774) or email info@ontariobybike.ca for details on getting your location listed.

Ontario By Bike Network
www.ontariobybike.ca
416.823.0465 / 1.866.701.2774
info@OntarioByBike.ca