



Waterfront
Trail

Waterfront Regeneration Trust
www.waterfronttrail.org

MEDIA RELEASE

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Ride the Great Waterfront Trail Adventure Tour set for July 4th to 11th 41 communities, 8 days, 680 km—WOW!

Today the Waterfront Regeneration Trust and its over 50 waterfront partners including local municipalities, conservation authorities and community groups launched the Great Waterfront Trail Adventure Tour. Set for July 4- 11 this summer, the Tour is an organized bike ride from Niagara-on-the-Lake to the Quebec border using the Waterfront Trail.

“The waterfront communities are preparing to roll out the red carpet to welcome riders--experienced and recreational of all ages,” said Marlaine Koehler, executive director of the Waterfront Regeneration Trust. “The tour is a great way to enjoy the Waterfront Trail and Greenway and celebrate the tremendous progress that has been made on this incredible provincial trail system.”

People will have the choice to travel the whole 680 km route over eight days; do it as a relay with a team of friends and family or join in for one or two days for a ride. Every single day of this fully supported tour includes the **WOW Factor** – the **Wonderful Ontario Waterfront** along the shores of Lake Ontario and the St. Lawrence River. Discover vibrant communities and beautiful parks; experience delicious local food and entertainment; learn the fascinating history; visit last remaining coastal wetlands, forests and beaches; and enjoy charming shops and unique local businesses.

Registration is open now at www.waterfronttrail.org and is expected to fill fast.

“We expect that the Great Waterfront Trail Adventure will become an annual tradition, celebrating the environment, active living and communities”, said Ajax Mayor Steve Parish, who has already registered for the ride.

The long-term goal for the Waterfront Trail is to create a dedicated path as close to the water’s edge as is environmentally feasible. The Trail itself is a part of broader strategy to regenerate the waterfront. Today there is a signed route in place that connects communities and neighbourhoods, urban, rural and natural landscapes.

“As an urban trail, the Waterfront Trail has a important role to play in helping us embrace a healthy, active lifestyle”, says Koehler. “Since 1996, we’ve seen substantial increases in commuter, recreational and tourism use on the Trail.”

The Waterfront Regeneration Trust is a registered charity that co-ordinates a partnership of waterfront communities, conservation authorities, community groups and corporations dedicated to the completion, enhancement and promotion of the Waterfront Trail and Greenway. CIBC is a founding partner and has provided \$1.25 million since 1996 to support work to establish the Waterfront Trail and Greenway.

Visit www.waterfronttrail.org to register and get more information!

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