



**NEWS RELEASE**

**For immediate distribution**

## **LAUNCH OF LA MONTRÉALAISE CYCLOSPORTIVE**

**Saint-Lambert, Québec, Monday, February 11, 2013** – Serge Arsenault and his team at the Québec City and Montréal Grands Prix Cyclistes are pleased to announce, after more than a year in development, the **official launch of La Montréalaise cyclo sportive, and the opening of registration tomorrow at 2 p.m. on the website cycloquebecoises.com**. On Saturday, September 14, Québec's largest city will welcome amateur riders to the premiere of this new cycling adventure organized in parallel with the Montréal Grand Prix Cycliste. La Montréalaise and La Québécoise, which will be officially unveiled tomorrow in Québec City, are the only such events in North America to be held in conjunction with UCI WorldTour events.

"Today is such a great day for us and for all Québec cyclists!" said Serge Arsenault, President of the Québec City and Montréal Grands Prix Cyclistes, and the driving force behind the cyclo sportives. "**La Québécoise**, a cycling-for-all event, is the key addition that makes the Québec City and Montréal Grands Prix Cyclistes events complete: we now have a week-long festival of cycling for both the general public and professionals! This cyclo sportive will be a celebration for everyone who accepts the challenge we're offering them: to train and prepare to go the distance, and become standard-bearers of health and fitness for all," he added.

### **Challenges for all rider levels, the contrast of Montréal's urban spirit and the authenticity of rural Montérégie**

This end-of-season cycling rendezvous features three captivating courses of different distances, allowing each rider to meet a challenge suited to his or her personal objectives, in a festive, supervised and secure environment. La Montréalaise will offer multifaceted city and country sights along its 95 km, 145 km and 190 km courses. After a mass start on the Island of Montréal, riders will head for the South Shore, enjoying great views of the city skyline. From there, the Montérégie and its *Circuit du paysan* will take cyclists through grain and corn fields, apple orchards and vineyards. The more combative riders will continue on a circuit covering 190 km, including a 30 km stretch parallel to the U.S. border offering a succession of ascents and descents that culminates in the 342 m Covey Hill climb, not far from Hemmingford. Riders on all three loops will return to cross the finish line in downtown Montréal, greeted by applause from family, friends and onlookers.

"The City of Montréal is proud to host the all new sporting initiative which is the Cyclo sportive La Montréalaise. This new event, which targets amateurs as well as more accomplished athletes, embellishes the sport tourism offerings of our metropolis. Just like the wave of activities which take place during this beautiful season in Montréal, La Montréalaise will encourage us to adopt a safe and active mode of transportation through cycling," declared Mr. Richard Deschamps, responsible for sports and leisure on the executive committee of the City of Montréal.

### **A 100% cycling celebration**

Riders are invited to experience a cycling celebration marked by fun and friendly interaction all day long. From the start line, under the Grand Prix Cycliste arch, where the pro riders will start their race the next day, to the atmosphere provided by the bunched riders' colourful jerseys keyed to the different courses, to feed stations strategically located to take advantage of the beauty of the natural sites along the way, to organized activities and celebrations, to the delicious hot buffet that awaits everyone at the end of their ride, an unforgettable time is guaranteed for all. All in all, a celebratory program with every minute of every hour dedicated to fun and cycling!

### **An international event, with cycling trips and tour packages for everyone**

As a cycling-for-all activity aimed at riders from Québec, the rest of Canada, the U.S. and Europe, the La Montréalaise Cyclosporive is designed to be an international cycling destination, celebrating not only the joys of riding together but also the heritage value and beauty of Montréal and the Montérégie tourist region, which will be spotlighted via a major promotional campaign that promises to pull out all the stops.

“**La Montréalaise**, of course, is a participatory event for people here at home, but also an invitation to cyclists from all over who love this inclusive, unifying sport so much, to be part of our peloton, to explore our part of the world and its welcoming joie de vivre,” enthused Arsenault.

In collaboration with tourism industry partners, packages of between 4 and 7 days have been custom-designed to ensure that cyclists from here and abroad get the most out of this great event: they include cycling holidays, themed and tourist packages, and accommodation packages. Everything has been thought out to ensure an unforgettable cycling experience combined with wonderful discoveries in *La Belle Province*. For full details on all tour and accommodation offers, visit [cyclosquebecoises.com](http://cyclosquebecoises.com).

The organizers of La Montréalaise invite all cyclists to sign on right away for this major gathering and take advantage of the early-bird entry fee by registering at [cyclosquebecoises.com](http://cyclosquebecoises.com). Space is limited!

The organizers of the La Québécoise Cyclosporive are grateful for the support of the following partners: Tourisme Québec, the City of Montréal, Tourisme Montréal, Québecor, Air Transat, Kia, Fleury Michon, Via Rail, the Delta Centre-Ville, Serdy Media, Louis Garneau, Sur la route, Opus, Pedal Magazine and Vélo Mag.

*The La Montréalaise team also invites you to stop by its stand at the Salon du vélo de Montréal (Montreal Bike Show) from February 15 to 17.*

***REGISTER FOR THE RIDE TODAY AT [CYCLOSQUEBECOISES.COM](http://CYCLOSQUEBECOISES.COM). SPACE IS LIMITED!***

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