



PRESS RELEASE



Tour du Canada
P.O. Box 310
Alliston, ON L9R 1V6
www.TourduCanada.com

Canadian Kilometer Achiever Program

1249 St. Paul Avenue
Ottawa, ON K1V 6V8
www.ckap.ca

FOR IMMEDIATE RELEASE

National Organizations Link Up to Promote Cycling in Canada

[OTTAWA AND TORONTO] — [January 1, 2003] — **The Canadian Kilometer Achiever Program (C-KAP)** and **Tour du Canada** have announced a new award category for participants in the C-KAP cycling and fitness incentive program.

The new award is being introduced by Tour du Canada to recognize participants in C-KAP who ride their bikes in the greatest number of Canadian provinces or territories in a year. Through this award, both Tour du Canada and C-KAP will encourage cyclists to explore the wide range of excellent cycling opportunities in Canada.

The award is available to members of C-KAP and membership in C-KAP is open to men and women of all ages and nationalities. This new award will be presented annually. The winner will receive a trophy donated to C-KAP by Tour du Canada and C-KAP will further recognize the rider's accomplishment with a certificate of achievement.

Participants in C-KAP use cycle computers to keep track of the distance they ride each year. Results are recorded weekly in a log, and then totaled to give annual results. On their logs, cyclists will note in which provinces and territories they have ridden during the year. The combination of the number of provinces and territories and the total Canadian distance will be used to determine a winner.

Canada offers the best cycling conditions in the world. A network of safe, quiet roads, friendly towns and people provide an ideal environment for riding a bike. Across the country there is a growing community of cycling clubs, cycle-tour operators and mapping services that offer support for cyclists of all skill levels and experience. People of all ages and backgrounds can explore and learn about the history and cultures that make up the Canadian experience by participating in this affordable, healthful and life-long activity

“Cycling changed the way people see the world when it emerged as a social phenomenon in the 19th century. It is an activity for all ages and one that will continue to be safe and healthful into the 21st century.” says Bud Jorgensen, Executive Director of Tour du Canada. And as James Wilson, Co-ordinator of C-KAP explains, “Tom Parry, who founded C-KAP, loved cycling for all the reasons we love Canada. The freedom it offers, the healthy way of life and our ongoing fascination and acceptance of the challenges that await us around the next corner.”

For more information on C-KAP and Tour du Canada contact:

Canadian Kilometer Achiever Program

James D. Wilson

C-KAP Co-ordinator

E-mail: jimckap@mondenet.com

Web: www.ckap.ca

Telephone: 613-523-3012

Tour du Canada

Bud Jorgensen

Executive Director

E-mail: sweep@TourduCanada.com

Web: www.TourduCanada.com

Telephone: 705-434-1100

Canadian Kilometer Achiever Program (C-KAP) is a national fitness incentive program that dates back to 1976. That year, groups of cyclists from across Canada traveled from province to province to their final destination of the Olympics in Montreal, Quebec.

The goal of the program is to encourage participants to improve their health and lifestyle through cycling. The program has encouraged over 1,000 cyclists, on a voluntary basis, to log their daily kilometers throughout the year. The cumulative cycling distance of C-KAP participants is over 12 million kilometers.

Tour du Canada is a national network of cyclists whose mandate includes the promotion of interprovincial cycling. The club has more than 300 active members throughout the country and in various parts of the world.

The Tour du Canada organization conducts the annual cross-Canada bicycle ride. Tour du Canada was first staged in 1988 and is the longest annual bike ride in the world. Riders visit all ten Canadian provinces during the high summer months. More than 400 participants have completed the 7400 kilometre cross-country ride. The age range of participants to date is 14 to 73.

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