



## SOCR 2010

### Southern Ontario Century Ride Registration is Open



#### For Immediate Release

**ALLISTON, ONTARIO** — January 21, 2010 — Cycle Canada is pleased to announce exciting new options for the **2010 SOUTHERN ONTARIO CENTURY RIDE (SOCR 2010)**.

In 2010 riders have a choice of staying at a resort and spa, in campground cabins or tent. There will be a catered BBQ and a buffet breakfast. And, naturally, there will be the usual great cycling and camaraderie.

Here is a Summary of SOCR 2010:

**Dates:** May 29 and 30, 2010, a Saturday and Sunday.

**Cycling Routes:** Choice of great cycling routes — metric or imperial centuries. Choice of start points — start in Alliston and ride two days in the countryside or start in Toronto and ride out-and-back metric or imperial centuries to Alliston. On Sunday riders can also participate in the annual Tour du Canada Time Trial.

**NEW IN 2010** — Choice of great overnight accommodation. Stay one or two nights in Alliston. Indoor accommodation at Nottawasaga Inn Resort or Nicolston Dam cabins. Plus there will be tent camping at Nicolston Dam.

**NEW IN 2010** — Catered barbecue dinner at Nicolston Cottage and buffet breakfast at the Nottawasaga Inn.

Event details visit: <http://www.cyclecanada.com/socr.htm>

Register on-line visit: <https://vs4.korax.net/~velo/SOCRForm.html>

or, <http://www.cyclecanada.com/PDF/SocrReg.pdf>

**Cycle Canada** is a Canadian company offering cycling tours in Canada. The company is an innovator in developing multi-day cycling events that attract participants from all over the world. The principal of Cycle Canada is Bud Jorgensen. Bud is a long term cyclist and cycling advocate. He has developed and popularized new routes and tours that have become Canadian classics, including Tour du Canada which celebrates its 22<sup>nd</sup> year in 2010.

**For more information about Cycle Canada, please contact:** **Cycle Canada, The Veloforce Corporation**  
**Bud Jorgensen, C.E.O.**  
**E-mail: [sweep@CycleCanada.com](mailto:sweep@CycleCanada.com)**  
**Telephone: 705-434-1100**  
**Web: [www.CycleCanada.com](http://www.CycleCanada.com)**