



12th Annual Greg's Ride coming to Hamilton this September

Annual provincial ride hosted by the Share the Road Cycling Coalition has relocated to Hamilton to celebrate growing cycling culture

September 14th, 2017 (Hamilton, Ontario) – The Share the Road Cycling Coalition (Share the Road) is hosting their 12th Annual Greg's Ride on Saturday, September 23 and Sunday, September 24, 2017.

All across the province, people are hopping on their bikes in support of amazing causes. There are rides for heart, rides for cancer and rides for mental health. Greg's Ride is Ontario's ride for safer cycling and the only bike ride supporting cycling advocacy across the province. In 2017, the event will be based out of the Shawn and Ed Brewing Company in downtown Dundas and include a new "Bikes and Brews" Social on Saturday evening before the ride.

Greg's Ride has been hosted each year since September 2006, after OPP Sergeant Greg Stobbart was killed while cycling on Tremaine Road in Milton. After Greg's death, his wife Eleanor McMahon founded Share the Road in his memory to advocate for safer roads for all Ontarians. At Greg's Ride, we ride in memory of Greg and all those who have been affected by cycling collisions and we gather as a community to celebrate how far cycling has come. "Over the past 11 years, Greg's legacy has helped change the face of cycling in Ontario," says Eleanor McMahon, now Ontario's Minister of Tourism, Culture and Sport. "With much thanks to Share the Road – together with local cyclists, community organizations and government – we've inspired legislation, investments in infrastructure and educational campaigns that have and will continue to make roads safer for all users and encourage cycling as a valuable mode of transportation in building healthy lifestyles and healthy communities."

Local partnerships have been key to making this a smooth transition. "We're looking forward to welcoming Greg's Ride participants to Hamilton this Fall," says Kate Whalen, Co-Chair of Cycle Hamilton. "Cycle Hamilton members will also be riding in the event because we recognize the importance of supporting Share the Road as a voice for cycling at Queen's Park. Their work to make cycling safer through infrastructure funding and new legislation has a direct impact on people who want to bike in Hamilton."

This year, the Insurance Bureau of Canada is returning as Greg's Ride's presenting partner. "Road safety concerns everyone who use roads – drivers, pedestrians and cyclists," says Liam McGuinty, Director of Government Relations (Ontario). "Insurance Bureau of Canada (IBC) has a long history of supporting road safety initiatives and a proven track record as a trusted resource. We have acted as a strong advocate for mandatory seatbelt use, graduated licensing, stricter penalties for impaired driving and awareness of the risks of driver fatigue and driver distraction."

Greg's Ride is taking place at the Shawn and Ed Brewing Company (65 Hatt Street). Participants are encouraged to join Share the Road for a "Bike and Brews" social evening on Saturday, September 23 in addition to riding in one of 3 distances on Sunday: The Promenade (8km), The Challenger (37km) and The Ultimate (77km). Ride registration includes a hot lunch, drinks from Shawn & Ed as well as on-route support and snacks. To register, visit www.sharetheroad.ca/gregside.

About the Share the Road Cycling Coalition

Share the Road is a provincial non-profit organization working to build a bicycle friendly Ontario where everyone feels safe hopping on a bicycle. We work in partnership with municipal, provincial and federal governments, the business community, road safety organizations and other non-profits to:

- Enhance access for bicyclists on roads and trails
- Improve safety for all bicyclists
- Educate citizens on the value and important of safe bicycling for healthy lifestyles and healthy communities.

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