



May 30, 2011

York University swarmed by cycling BUG

TORONTO- With the weather finally beginning to warm and the recent launch of Toronto's 1,000-bike BIXI program, cycling was on the minds of Torontonians today. Smart Commute - North Toronto, Vaughan (NTV), recently named the 'Bicycle-Friendliest Suburban Business' by the City of Toronto, held its annual Bike to Work Day event at York University's Keele Campus. Faculty, staff and students received free bike safety checks and signed up to the 600-member-strong York University-Smart Commute Bicycle User Group (BUG).

The last Monday each May is recognized as Bike to Work Day in the Greater Toronto and Hamilton Area. The theme this year was 'Come Ride with Me' with a focus on encouraging new cyclists to try cycling to work or school. Smart Commute NTV had its best ever event attendance this year with nearly 300 cyclists participating. Dr. Mamdouh Shoukri, President and Vice-Chancellor of York University, commented, "It is wonderful to see so many members of our community cycling to York. As a university that is committed to sustainability, earning the distinction as a "campus sustainability leader" and more recently, adopting a new sustainability policy, I would like to encourage more members of our community to try alternate modes of transit that are both healthy and environmentally friendly."

"We're excited about the opening of the multi-use bike path along the Finch Hydro corridor and the City of Toronto's plans to install curbed bike lanes downtown. These initiatives to implement safe cycling infrastructure are a welcome addition to Toronto's bike network," said Brian Shifman, Executive Director of Smart Commute NTV. "With the ever-rising price we pay for fuel at the pump, I would expect more people to take advantage of the warming weather and this new bike infrastructure."

Those who pledged to bike to York University for the event at BikeToWorkDay.ca were entered to win a Bike Train weekend getaway for two to Northumberland County. The results of this competition will be announced shortly on smartcommute.ca.

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Background:

Smart Commute - North Toronto, Vaughan

Smart Commute - North Toronto, Vaughan is an award-winning, non-profit Transportation Management Association (TMA) committed to reducing traffic congestion, improving air quality and taking action on climate change.

Smart Commute is a program of Metrolinx and the municipalities in the Greater Toronto and Hamilton Area. For more information, go to www.smartcommute.ca.

Metrolinx, an agency of the Province of Ontario, provides leadership in the coordination, financing and integration of all modes of transportation in the Greater Toronto and Hamilton Area. For more information, visit www.metrolinx.com.

Smart Commute - North Toronto, Vaughan partners with York University's transportation department to provide sustainable transportation programs including carpooling, commute counselling and its bicycle user group (BUG). For further information about York University's transportation department, please contact Nicole Arsenault by email at narsenau@yorku.ca.

For more information, or to schedule an interview with Brian Shifman, Executive Director of Smart Commute - North Toronto, Vaughan, please contact Roshan Chandy at rchandy@SmartCommuteNTV.ca or 416-650-8225.