



Press release
For immediate release

Beat the winter blues at the Gatineau-Ottawa Bicycle Show!

Gatineau, February 21st, 2024 – The **Gatineau-Ottawa Bicycle Show** is back for a **4th** edition at the **Palais des congrès de Gatineau**, from **March 1st to 3rd**! The start of the event also marks the beginning of spring break for many families, the Show is therefore the perfect activity to add to the calendar. Nearly **100 exhibitors and brands** will be on site to showcase their products and latest innovations. Passionate about the cycling industry and an excellent communicator, **Yvan Martineau** is once again the spokesperson this year.

Spotlight on the Outaouais region

For this new edition, participants will have the opportunity to visit numerous bicycle brand booths, test their favorite models on an indoor test track, and attend various conferences. To the delight of local residents, a number of local retailers from Gatineau and Ottawa will be taking part in the event, including **Bushtukah, Vélo & Mobilité Électrique, Vélozophie, Scooteretti and Primeau Vélo**, which will be opening a **brand-new store in Gatineau on Saturday, February 24th**.

There will also be manufacturers and distributors of major brands ready to present their products. Visitors will also have the chance to win one of the eight **Seven Peaks** bikes, including two electric bikes, by entering their contest at their booth.

To prepare for summer, many touristic regions and travel agencies, such as **Vélo Québec and Ekilib**, will have outdoor lovers dreaming of various destinations and cycling circuits to discover on two wheels. Whether it's for exploring the magnificent Gatineau Park or traveling outside Quebec, there's something for everyone!

« For me, the Gatineau-Ottawa Bicycle Show is an opportunity to showcase the businesses from the beautiful Outaouais region! The last few editions have been a great success, so we're looking forward to seeing all cycling enthusiasts under one roof. Passion and inspiration will be at the forefront of this event! »

- Jan P. Dubé, promoter of the Gatineau-Ottawa Bicycle Show

E-bikes are growing in popularity

The trend is not settling - electric bikes are becoming more and more popular! They will be in the spotlight at the Show, with the presence of Quebec manufacturer **Velec**, among others. The company will be presenting its **brand-new smart electric bike** and its **new range of accessories V**, specifically designed for electric bikes.

This year, the Bicycle Show adds a new stop to its tour! In addition to Montreal (February 16th-18th) and Gatineau-Ottawa (March 1st-3rd), it will make a final stop at the Centre de foires d'ExpoCité in Quebec City, from March 15th to 17th!

About the Gatineau-Ottawa Bicycle Show

The Gatineau-Ottawa Bicycle Show is the most important show in the region dedicated exclusively to the amazing world of cycling and cycling tourism. This event brings together, in one place, the main players in this booming industry. It's the perfect time to meet with numerous stakeholders from all sectors related to the practice of cycling in all its forms. This new edition is presented by **La Presse**, the **Grands Prix cyclistes de Québec et Montréal**, **Vélo Québec** and **Seven Peaks**, Quebec-based bicycle manufacturer since 2008 and with a presence across North America.

About Yvan Martineau

Spokesperson for the Bicycle Show for the past 12 years, Yvan Martineau is a true bicycle enthusiast. Host and creator of the TV shows *La France à vélo*, *L'Amérique à vélo* and *Culture Vélo*, broadcast at the time on *Évasion* and *TVA Sports*, he actually contributes to *Vélo Mag* magazine, is an outdoor radio reporter on 98.5 FM during the summer and a group tour guide... by bike, of course!

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Our spokesperson Yvan Martineau is available for interviews. If you wish to interview him, please do not hesitate to contact us.

Media passes are also available upon request.



Interview requests and accreditations:

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