



Waterfront
Trail

Waterfront Regeneration Trust

www.waterfronttrail.org

Second Annual Great Waterfront Trail Adventure Tour July 4-11, 2009

Partnership with *Association of Local Public Health Agencies* Delivers a
Healthy Event

Toronto, Ontario – February 5, 2009 – The **Waterfront Regeneration Trust** and the **Association of Local Public Health Agencies (aLPHa)** launched registration for the 2009 **Great Waterfront Trail Adventure** today at the Association’s “Food for Thought” conference. The event featured the presentation of a cycling jersey to the Honourable Margaret Best, Ontario’s Minister of Health Promotion, and Dr. Chuck Gardner, President of aLPHa.

The second annual **Great Waterfront Trail Adventure** takes place July 4-11, 2009 and is a 730 km supported end-to-end cycling tour of the Ontario waterfront and greenways, passing through 41 Ontario communities in eight days and celebrating the new and expanded Waterfront Trail. More than 200 cyclists will travel from Niagara-on-the-Lake in the west to the Quebec border in the east, in an organized tour that will stretch along the shores of Lake Ontario and the St. Lawrence River, using the Waterfront Trail and Greenway.

“The Great Waterfront Trail Adventure is an excellent way to be active, and enjoy the outdoors at the same time.” said Margaret Best, Minister of Health Promotion. “The McGuinty government applauds organizations like Waterfront Regeneration Trust, and aLPHa, for supporting healthy, and active living for all Ontarians, and encouraging increased physical activity on trails.”

Healthy Eating is Part of the Adventure

The Adventure’s menu is just one area where the aLPHa’s participation will make a mark. Not surprisingly, food is one of the most important aspects of the 730 km ride. Participant surveys indicate a strong interest in healthy meals and a growing demand for filling vegetarian options. aLPHa will review the Adventure meals and offer suggestions to organizers to ensure that variety and balanced food options are available throughout the eight-day tour.

“With the expertise of our new event partner, aLPHa, the Adventure will be an even healthier celebration of sustainable living this year”, said Marlaine Koehler, Executive Director of the Waterfront Regeneration Trust. “Ontario’s Waterfront Trail is an incredible provincial resource that makes an important contribution to our environment and personal health.”

“Ontario’s public health agencies understand the value of trails and events such as the **Great Waterfront Trail Adventure** in promoting physical activity. We are committed to promoting creative built environments that support physical activity for the people of Ontario”, said Linda Stewart, Executive Director of the aLPHa, and a 2008 Trail end-to-ender

A Range of Options on Tap for Participants, including a New Family Option

Registration for the 2009 event is now open and will be limited to 250 end-to-end entrants. Participants are also welcome to join the tour for two or three days and to use personal support vehicles, with two participants taking turns driving and riding. Registration fees apply, based on the number of riding days and the participant's age. New this year is a family option entitled, **The One Night Adventure**, a 120 km tour which starts in Burlington and includes two days of supported riding, plus four day passes to Ontario Place. For more information, or to register for the Second Annual **Great Waterfront Trail Adventure**, visit to www.waterfronttrail.org or call (416) 943-8080.

Cost per adult for the entire ride is \$450.00 and the One Night Adventure costs \$250.00 for a family of four.

Showcasing Waterfront Communities, World Biospheres and More

The Great Waterfront Trail Adventure will showcase waterfront communities such as Niagara-on-the-Lake, Grimsby, Hamilton, Toronto, Pickering, Port Hope, Brighton, Kingston, Brockville, and Cornwall, and help promote cycling, tourism, and active living in Ontario.

The waterfront communities are preparing celebrations for the cyclists and public to enjoy as the convoy rolls through. (Visit www.waterfronttrail.org for a complete listing of events in each community.) Cyclists will have an opportunity to see vibrant communities and beautiful parks, experience delicious local food and entertainment, learn fascinating history, visit the last remaining coastal wetlands, forests and beaches, and enjoy charming shops and unique local businesses.

Some of the coastline highlights cyclists will encounter include:

- 86 wetlands
- Two UNESCO world biospheres
- One Great Lake, one Heritage River
- Historic forts
- Two Ontario wine regions
- Festival country
- 12 new Waterfront Trail projects

Schedule of Tour Stops

The **Great Waterfront Trail Adventure** launches on Saturday, July 4, 2009 at historic Fort George in Niagara-on-the-Lake, Ontario with a breakfast for cyclists and dignitaries and ends on July 11, 2009 in Rivière Beaudette, Quebec with closing ceremonies where end-to-end participants receive a commemorative medallion marking their accomplishment.

The Adventure has something for walkers and the viewing public as well. The waterfront communities are preparing celebrations for the cyclists and public to enjoy as the convoy rolls through. Here are the overnight stops:

Day 1: Saturday, July 4th – Niagara-on-the-Lake to Confederation Park, Hamilton

Day 2: Sunday, July 5th – Hamilton to Fort York, Toronto

Day 3: Monday, July 6th – Toronto to Port Hope

Day 4: Tuesday, July 7 – Port Hope to Trenton

Day 5: Wednesday, July 8 – Trenton to Kingston

Day 6: Thursday, July 9 – Kingston to Grenville Campground, Johnstown

Day 7: Friday, July 10 – Johnstown to Cornwall

Day 8: Saturday, July 11 – Cornwall to Quebec border and Rivière Beaudette

The Great Waterfront Trail Adventure is organized by the Waterfront Regeneration Trust and its over 50 waterfront partners, including local municipalities, conservation authorities and community groups and is generously supported by: The Ontario Trillium Foundation, CIBC, the Heart and Stroke Foundation of Ontario, MMM Group, Toronto-Niagara Bike Train: the Greenbelt Express and Dun-Map Inc.

The Waterfront Regeneration Trust is a registered charity that co-ordinates a partnership of waterfront communities, conservation authorities, community groups and corporations dedicated to the completion, enhancement and promotion of the Waterfront Trail and Greenway.

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