

The World's Love Affair with The Bicycle Comes to The Forks: European and Canadian Experts Share in Public Forum

Public "We Ride Here" Symposium at The Forks, Friday November 23rd, 7 pm – 9 pm

Winnipeg, Manitoba -- Winnipeg is fast becoming one of our country's bike-friendly cities and that fever is spreading throughout the province to towns like Morden, Thompson and Portage la Prairie. But, what would it take for our province to rival places like Denmark and the Netherlands where it's ingrained in the culture and the psyche of its people? The "We Ride Here" symposium provides the answers.

International cycling and city design gurus from Copenhagenize (Denmark) and Mobycon (Netherlands) are in Winnipeg to deliver a SOLD OUT two-day workshop, KICKSTAND, for professionals and leaders from across the Province. But, when the design workshop ends, participants and presenters will be heading to The Forks to celebrate and share what they've learned with the general public.

"This is a great opportunity to come out and learn from some of the masters," says Anders Swanson, local organizing committee chair, "They truly understand what it takes to plan and build a bicycle-friendly community that works for everyone. And, they understand how to do it in all seasons. They're experts and we can learn so much from them."

"We're excited by the enthusiasm and energy we've encountered in Winnipeg and look forward to contributing to making things happen," says Angela van der Kloof of Mobycon. "Cycling is a perfect way to get around for children, adults, youngsters, and the elderly. It gives everyone independence, it saves everyone money and it is fun. Streets can be designed in such a way that it is safe for everybody to do so. Elderly people should not have to fear their lives on a bicycle. Children should once again be raised with bicycles and be able to use them all the time."

The "We Ride Here" public symposium is an evening of culture, film, speeches, exciting announcements, refreshments, door prizes, and one lucky winner will get a grand-prize of a Dutch Van Gogh bike, courtesy of the Honorary Consul of the Netherlands.

"We are looking forward to not only hearing from the experts, but also to hearing ideas from our own community," says Mark Cohoe, executive director of Bike to the Future. "This is a chance for us all to learn, share, experience and make our cities and towns all that they can be for cyclists of all abilities and interest."

Open to everyone. Capacity is limited to 120 people. Parking for bikes (and cars) is free.

The Kickstand Sessions take place Thursday November 22nd & Friday November 23rd
@ the University of Manitoba Event Centre.

Participants will leave with a stronger understanding of best practice bicycle-related implementations and how to market them, and an opportunity for a continued partnership with both Dutch and Danish experts.

Mobycon is Netherlands-based independent research and consulting company with 25 years of experience in traffic, transport and mobility. Mobycon's multi-disciplinary team consists of traffic planners and engineers, urban and rural planners, economists and human geographers.

Copenhagenize is a Denmark-based consulting company specializing in urban cycling and liveable cities. They approach every job from the human perspective - using design, anthropology, sociology and common sense as their points of departure.

For more information please contact:

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