



## **Media Advisory**

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## **Biking Enthusiasts Find Haven at Western Canada's Largest Bike Expo**

**VANCOUVER, British Columbia (July 18, 2007)** – The Bike Expo, Western Canada's largest Bike emporium returns to BC Place February 16<sup>th</sup> and 17<sup>th</sup>, 2008, providing even more pedal power to excite bike enthusiasts of all kinds.

The Bike Expo, produced by National Event Management, provides outdoor enthusiasts with amazing pre-season deals from over 200 exhibits featuring mountain biking, outdoor getaways plus other adventure sports, travel products and accessories. Consumers are invited to this exciting two-day event to learn about the latest trends and equipment in the exciting world of biking and participate in exciting show features.

The Bike Swap is back! The North Shore Mountain Bike Association (NSMB), run by devoted volunteers, returns for it's second year at BC place to give back to the love of cycling! The 2007 swap generated over \$100,000 to assist in the preservation of some of the finest biking trails BC has to offer.

Extreme Riders and Little Rippers aged 5-14 years old can take part in daily Kids Bike Camps. These world-class bike camps will teach kids the basic skills of biking, trail building and maintenance. Also, don't miss the most extravagant, extensive, exciting, extreme and entertaining bike shows on the planet!

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Join your fellow enthusiasts at free seminars all weekend long. Topics in the past have included: biking aerodynamics, bike maintenance, bike safety as well as introductions to adventure racing and the best Canadian trails in the world!

The Bike Expo takes place Saturday, February 16th, and Sunday, February 17th, 2008 at BC Place – 777 Pacific Boulevard, Vancouver, British Columbia. Hours of operation are Saturday, 10am-7pm and Sunday, 10am–5pm. For more information, visit [www.nationalevent.com](http://www.nationalevent.com).

The Bike Expo is produced by National Event Management. With over 30 years experience, National Event Management produces the largest & best-attended shows in North America. For more information on National Event Management, visit [www.nationalevent.com](http://www.nationalevent.com).

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