

# News Release

For immediate release

## The Bicycle Fall Blowout Sale returns to celebrate 21 years of non-stop buying and once-a-year bargains

What began over two decades ago as a small event to help Toronto bicycle retailers clear out their year-end stock, has become one of the Canadian cycling industry's most popular annual attractions. The 2023 Bicycle Fall Blowout Sale will see cycling enthusiasts from across Ontario return to the Enercare Centre at Exhibition Place to purchase new, year-end stock from the top bicycle retailers – traditionally at the year's lowest prices! These will include brand-name bicycles and e-bikes, plus accessories, apparel and much more, in what has become a 7-hour, non-stop, selling 'blitz.'

Given the recent surge in cycling activities, the huge rise in sales and popularity of e-bikes, the ongoing addition of bike lanes to existing roadways in Toronto, the proven health advantages of regular cycling, the reduced air pollution, and the end of exhausting lockdowns due to the Covid-19 pandemic, event officials are expecting one of the largest – and most enthusiastic – crowds in several years.

### Bargains will be available all day long

Cycling lovers in search of exceptional bargains and eager to make great deals, are expected to form and encircle the Enercare Centre building at Exhibition Place in Toronto, well before the event opens the doors at 10 am – **the deals go on all day**. This is a testament to the huge, day-long discounts from retailers offered right up to the event's closing time of 5 pm. Simply put, this popular event is a unique one-day-only opportunity to get still-new top-quality bicycles, e-bikes, accessories, apparel and more, at extremely low prices not offered previously, as Ontario's retailers scramble to clear out their year-end stock. This 21st annual attraction continues to excite cyclists from across Ontario for 3 main reasons:

1. Products are still new – including 2023 brand-name models from the world's leading manufacturers
2. The bargains are real and last all day – cyclists can save hundreds and even thousands of dollars
3. The show attracts only established and well respected retailers from across the province

**Plus, visitors can win a NEW Bianchi Bicycle (retail value \$1,600) in a draw at the event!**

There's free bicycle parking at Exhibition Place, which is also easily accessible by TTC and GO Transit.

Facebook: /bicycleshowsortoronto • Instagram: @bicycleshowsortoronto • Hashtags: #bicycleshows, #BikeTO

**BICYCLE FALL BLOWOUT SALE**  
**Saturday, September 23, 2023**  
**10 am – 5 pm**

Enter at the back of the  
**ENERCARE CENTRE**

33 Manitoba Drive, East Annex, Hall F, Door 33  
Exhibition Place, Toronto, Ontario M6K 3C3 Canada  
Next to the Coca-Cola Coliseum Hockey Arena

**ATMs located inside the building**

21<sup>st</sup> ANNUAL BICYCLE FALL

**BLOWOUT**

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[www.bicycleshowsortoronto.com](http://www.bicycleshowsortoronto.com)

**ADMISSION PRICES**

(Includes Taxes)

- Adults: \$10 (Cash Only\*)
- Children 12 and under will be admitted free

\* **ATMs located just outside the main entrance**

**EXCELLENT STORY & PHOTO OPPORTUNITIES**

**HUGE CROWDS ALL DAY • TOP BICYCLE RETAILERS • BEST DEALS**

Call Josie Graziosi at (416) 363-1292 • E-mail: [josie@telsec.net](mailto:josie@telsec.net) • [www.bicycleshowsortoronto.com](http://www.bicycleshowsortoronto.com)