

January 15, 2014

Dear Valued Partner,

We are excited to announce that as of January 2014 the Welcome Cyclists Network has been relaunched under our new name – **Ontario By Bike**.

To better position our services to cyclists who use our site and our tourism partners including the business locations that are certified as bicycle-friendly locations, the new name will more clearly and concisely define our program and services. The addition of a place name will further enhance the level of recognition of Ontario in the growing industry sector of cycle tourism and be easier for visitors to identify with.

The important message we want to share with you and our whole community, is that although the name has changed to **Ontario By Bike**; the services and benefits of the program, and our commitment to making Ontario a top cycling destination in Canada remain the same.

LOGO: To ensure continued consumer recognition of our program and services, as well as that of participating destinations and business locations, our logo has been only slightly updated to include our new name. If you are making use of our logo on digital or print collateral, thank you. Please proceed to the following link to download the new logo. www.ontariobybike.ca/newlogos



For our destination partners (DMO or RTO) we now offer a customized logo option that includes destination name above logo (ie. "Visit xx your named region/destination xx"). For more information and to order, please contact us directly. For participating business locations, use of pre-existing window decals and signs is still recommended, for any businesses that wish to receive an updated window decal logo they can let us know and we will mail one directly to location. Business participants will be receiving a similar notification within the next 24 hours.

NEW URL – ONTARIOBYBIKE.CA: Please note our URL has changed. As a result we would like to ask you to update any website links. This site is an exact replica of former site, with all information transferred over to the new domain name. We will continue to host our previous domain name and provide a seamless redirect to the new website. Also of note our general email address has been updated to info@ontariobybike.ca. Our personal email addresses remain the same.

Ontario By Bike Bike Train Parkbus

Website: www.transportationoptions.org

FRENCH CONTENT: We are also very pleased to be able to announce that under our new name, **Ontario By Bike**, and as part of the rebranding and 2014 launch we will soon be offering French content on our website. Check back at the beginning of February to view. Participating business locations, can now add French content to their business listing page under the description field.

NEW PROMOTIONS: As part of our marketing and promotional mix in 2014, we will be publishing a 20 page full colour **Cycling in Ontario / Le vélo en Ontario** guide. This will be available in print format, as well digitally as an e-zine, and will be published in both English and French. We are on schedule to have that ready by mid February, in time for busy winter and spring consumer shows and events we attend with our Ontario Cycle Tourism Information booth. We look forward to sending you the e-zine link when ready.

We thank you for your patience and support while we make this transition and also for your continued interest in our programs. Please do not hesitate to contact us directly should you have any questions or require assistance.

Yours sincerely,

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