



Possibility grows here.



Waterfront
Regeneration
Trust

May 28th, 2013

SUPPORT FOR NEW GREENBELT CYCLING ROUTE

The [Waterfront Regeneration Trust](#) (WRT) and the [Friends of the Greenbelt Foundation](#) have partnered to create a new 600 kilometer recreational cycling route through six Greenbelt regions, spanning from Northumberland to Niagara. Here is what some supporters are saying:

“We are thrilled that an organization of the stature of the Greenbelt Foundation has taken this important step which will contribute to our province's environment and economic prosperity. It is through initiatives like this that more and more Ontarians and tourists the world over, can enjoy the natural beauty and wonder of the Greenbelt through bicycle travel and tourism. We are also thrilled that the Waterfront Regeneration Trust has been chosen as their partner on this important project given their excellent track record with the Lake Ontario and Lake Erie waterfront trails”

- Eleanor McMahon, Founder and CEO of the Share the Road Cycling Coalition

“The Greenbelt Foundation has found the right partner in the Waterfront Regeneration Trust. As one of 68 communities that have worked with the Waterfront Regeneration Trust since the beginning, we are thrilled to be a part of this initiative. The Town of Ajax was one of the first waterfront communities to complete its seven kilometers of Waterfront Trail. We look forward to potentially enhancing that trail with a connection along Duffins Creek to the new Greenbelt Route.”

-Mayor Steve Parish, Town of Ajax

“With the approval of Peel's Active Transportation Plan in 2012, it is our vision to make Peel Region a place where walking, cycling and rolling are safe, appealing and accessible options for everyone. The Town of Caledon is planning to apply for a bicycle friendly community designation and we are delighted to lend our support to the Greenbelt Cycling Route.”

- Mayor Marilyn Morrison, Town of Caledon

“Cycling is most certainly on the upswing in Northumberland County. With the strength of over 50 businesses certified on the Welcome Cyclists Network and our new Cycling Master Plan built around our 7 cycling routes, cycle tourism continues as a growing market for us.”

- Cori Arthur, Northumberland County Tourism Coordinator

“This new cycling route is an exciting development for Oakville, Halton and Ontario. We are blessed to be part of the Greenbelt, with Oakville’s Glenorchy Conservation Area its newest addition earlier this year. We also love our waterfront trail. As an Oakville Town Councillor, and founding member of Cycle Oakville, I look forward to exploring a north/south connection between the new Greenbelt Route and our beautiful Waterfront Trail.”

- Pam Damoff, Councillor, Town of Oakville

“The Tourism Partnership of Niagara has identified cycling as a key priority for product development and have encouraged partners to develop great cycling infrastructure, way-finding signage, and compelling packages featuring all the things cyclist enjoy in Niagara – wine, culinary, gardens, arts & heritage trails. We are delighted the Greenbelt Foundation is leading the way!”

- Robin Garrett, CEO, The Tourism Partnership of Niagara

"Regional Tourism Organization 8 is delighted to play a role in the development of a cycling route across the Greenbelt. The Route will become a wonderful tourism asset and a significant step in our goal to have Region 8 recognized as a major cycling destination in Ontario."

- Karen Theriault, Executive Director, Regional Tourism Organization 8

“Cycling tourism is a visitor experience priority for the Heart of Ontario: Hamilton, Halton, Brant region. We have made investments to enhance our region’s cycling experience through product development initiatives which combined with the Greenbelt cycling route development will really expand and cluster existing trails through the region which will foster extended and repeat visitation; therefore, increasing economic yield per visitor.”

- Maria Fortunato, Executive Director, Hamilton Halton Brant Regional Tourism Association

-30-

Contacts:

Sarah Petrean
 Communications Director
 Friends of the Greenbelt Foundation
 Phone: (416) 960-0001, ext. 337
 Cell: (416) 910-2325
spetrean@greenbelt.ca

Marlaine Koehler
 Executive Director, Waterfront Regeneration Trust
 Phone: (416) 943-8080
 Cell: (416) 520-4205
Mk@wrtrust.com