



**MEDIA RELEASE**

**Wednesday, August 24, 2022**

**FOR IMMEDIATE RELEASE**

***Bike the Night on September 17***  
***First-ever event of its kind celebrates active transportation in Barrie***

(Barrie, ON) – Barrie residents and visitors are invited to the Active Transportation & Sustainability Committee’s first-ever *Bike the Night* event, modelled after other similar events worldwide, on September 17. This event is a free, community-guided bicycle ride.

**Date:** Saturday, September 17, 2022

**Time:** 5 to 8 p.m.

**Location:** Meridian Place, 30 Simcoe St., Barrie

A 30-minute bike ride is scheduled to begin at dusk (around 7 p.m.). Participants are invited to dress up in costume, decorate their bikes with lights, and cycle leisurely through the streets of downtown Barrie and along the lakeshore path as part of a guided ride.

The event will include a pre-ride festival with music, food trucks, free bike tune-ups, games, giveaways, prizes, and Barrie Transit bike rack demonstrations.

This event is being planned and led by the Active Transportation & Sustainability Committee and Living Green Barrie, with support from the City of Barrie, Downtown BIA, Cycle Barrie, Barrie Transit, Barrie Public Library, Simcoe Muskoka District Health Unit, Tourism Barrie, and Firebird Community Cycle.

To learn more about active transportation in Barrie, visit [barrie.ca/ActiveTransportation](http://barrie.ca/ActiveTransportation).

For more information about the *Bike the Night* event, visit the [Facebook event page](#). To participate in this free event, please register on [eventbrite](#). Registering in advance is strongly encouraged so that the Committee can track the number of attendees.

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***For more information, please contact:***

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