

FOR IMMEDIATE RELEASE



Toronto Motorcycle Show Rides In...Announces 2009 Dates

TORONTO – June 24, 2009 – The motorcycle riding season is finally upon us with numerous charity rides, race weekends and two-wheeled special events taking place across Ontario. Before long, these motorcycle enthusiasts will be gearing up for a sneak peak at the hundreds of new 2010 models to be showcased at the Toronto Motorcycle Show December 11 to 13, 2009 at the Metro Toronto Convention Centre.

The Toronto Motorcycle Show is the only Ontario event where the industry's major manufacturers exclusively showcase their new model lineups. It's also the official launch pad of the seven-city 2010 Motorcycle & Moped Industry Council (MMIC) new model tour and showcase that travels coast to coast annually, bringing riders and the media their first glimpse of the new models, gear and accessories.

What: The Toronto Motorcycle Show

When: Friday, December 11th, 10:00 a.m. – 9:00 p.m.
Saturday, December 12th, 10:00 a.m. – 9:00 p.m.
Sunday, December 13th, 10:00 a.m. – 5:00 p.m.

Where: Metro Toronto Convention Centre (South Building)
222 Bremner Boulevard (beside the CN Tower)
www.mtccc.com

Details:

Adults: \$16.00; Juniors: \$10.00 (Ages 6 to 15)
Children (under six years): Free when accompanied by an adult
Family Pass: \$38.00 (two related adults and two juniors)

As the motorcycle and ATV industry's official show, visitors have an opportunity to view the newest bikes, quads, scooters, gear and accessories from companies such as Honda, Yamaha, Kawasaki, Suzuki, Harley-Davidson, BMW, Ducati, Buell, Victory, KTM, BRP, Hyosung and more. In addition to all the new models and gear, riders can check out cutting edge entertainment and mingle with industry celebrities while the ladies tear it up at She Rides Night.

Complete show information is available at: www.motorcycleshows.ca or www.sportshows.ca.

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About MMIC:

The MMIC is a national, non-profit industry association whose members include the major manufacturers, distributors and retailers of motorcycles in Canada. The MMIC member companies account for more than 95 per cent of all new motorcycles sold in Canada each year. Information on the MMIC is available at www.mmic.ca.

For information on MMIC programs contact:

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About CNSS:

CNSS is a non-profit corporation and the largest producer of boat, fishing, sportsmen's, ski, outdoor and motorcycle shows in Canada. Through its family of shows, the corporation raises funds to ensure that generations of young Canadians can benefit from Canada's outdoors. Since the first show held in 1948, more than \$30,000,000 has been committed to these causes.

For more show information contact:

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