

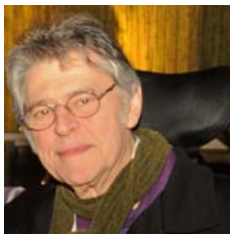
PRESS RELEASE

For immediate release

SHARE THE ROAD... AND THE ENJOYMENT!

Montréal, July 9, 2009 — Kéroul will launch its **Partageons la piste** awareness campaign on July 14, 2009 at 10:30 a.m. at the Lachine Canal services centre (Lock No. 5). This initiative aims to encourage all users, including persons with restricted physical abilities, to ride the province's bike paths in a respectful manner.

Gaston L'Heureux will be Master of Ceremonies for the occasion.



This campaign was developed further to the *Tournée des régions* conducted by Kéroul between 2004 and 2007 to evaluate bike path accessibility in four specific regions. The goal of the *Partageons la piste* campaign is to promote the integration and acceptance of persons with restricted abilities on the bike paths and general-purpose trails in these regions.

The campaign will be conducted at selected bike path rest stops (train stations and welcome centres) and along bike path segments:

- At *Place de la Gare* in Mont-Tremblant, in the Lac Mercier segment of the P'tit train du Nord bike path;
- At the Metabetchouan-Lac-à-là-Croix rest stop on the *Véloroute* bike path in Saguenay-Lac-Saint-Jean;
- At the welcome centre in the Île-de-la-Visitation Nature Park and at the *Pôles des rapides* services centre at the Lachine Canal (Lock No. 5) in Montréal;
- At the chalet in Parc des Prairies, on the south segment of the *Route Verte* bike path in Laval, and
- At the *Vélogare*, a popular stop along the *Parc linéaire des Bois-Francs*, in Victoriaville. Victoriaville is part of the project given its strong policy on universal access and the city's advances in this regard.

The **Partageons la piste** campaign will run throughout the summer of 2009. It has been made possible thanks to financial support from the *Office des personnes handicapées du Québec* (OPHQ) and to logistical support from *Parks Canada*.

Kéroul is a non-profit organization whose mission is to make tourism and culture accessible to persons with restricted physical abilities.

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Source:

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