



At any of these fine locations:

All Seasons Sports & Cycle
790 Dundas St.

Bicycle Planet
178 Horton Street

Canadian Tire
1975 Dundas St.

Champion Bicycle Sales
1125 Wellington Rd.

& Service
592 Adelaide St. N

Cyclepath
737 Richmond St.

Lumberteria Home Hardware
4425 Wellington Rd.

Missing Link Cycle & Ski
1283 Commissioners Rd. W

Racer Sportif
353 Clarence St.

Sears, Masonville Place
1680 Richmond St. N

Summer's Home Hardware
526 Hamilton Rd.

To Wheels
134 Dundas St.

Zellers
1200 Commissioners Rd.
1299 Oxford St. E
1680 Richmond St. N
1441 Wellington Rd.
1255 Wonderland Rd. N
785 Wonderland Rd. S

Organized by London Bicycle
Helmet Coalition
Not to be used in conjunction
with other discounts



Too far back



Strap too loose



The correct fit

Saturday, May 31 only
Limited quantities, selected models

The fit matters!

- Select the helmet that fits you best.
- The front and rear straps should meet just below each ear when tightly adjusted. The chin strap should be snug without pinching. The cyclist should be able to fit one finger comfortably between their chin and the strap.
- Try to slide the helmet from side to side and front to back. The helmet should be snug.
- Most helmets come with different sized foam pads. Use these to "fine tune" the fit. For example, if your head is narrow you can add thicker pads to the sides and thinner pieces to front and back.
- The helmet should be positioned level from front to back, about 3 cm above the eyebrows.
- The helmet should fit snugly on your head. It should not be so tight that it hurts, and should not tilt backward or slide down over your eyes.

Cars Hurt Our World



Motor vehicles are the single largest source of atmospheric pollution.



The industrialized world's addiction to cheap gasoline and diesel fuel is a direct cause of wars for oil, the Persian Gulf War being the most recent example.



Automobiles are responsible for an estimated 20 - 25 percent of the world's carbon dioxide emissions from fossil fuel use, and are therefore a principal contributor to global warming.



Car air conditioners are the single largest source of CFC emissions in the U.S., with additional CFCs and other ozone-depleting chemicals released during production.



Exhaust fumes cause cancer, lead-poisoning, a variety of bronchial and respiratory illnesses, and acid air pollution.



Worldwide, a quarter of a million people die on the roads every year, and 10 million are injured.



Construction of highways, roads, parking lots, etc., destroys huge amounts of habitat, both for people and for wildlife (in the U.S., more land is currently devoted to the automobile than to housing).

For more information, phone



679-0000

Selection: 2453 (BIKE)

Website: <http://www.wwdc.com/trea>

Printed on recycled paper.



London Bicycle Festival '97



A celebration
of the bicycle as
a means of
transportation
and recreation

London
Bicycle Festival '97
Sponsors



FRIENDS
of the
ENVIRONMENT
Foundation



Tuesday, May 20, 7 p.m. - 8:30 p.m.,
Rm 3103, Social Science Centre, U.W.O.
Come out for an informative evening on
the mechanics and upkeep of your bike.

PRE-FESTIVAL BICYCLE MAINTENANCE WORKSHOP

Bicycle Ride to Komoka

Saturday, May 24

Learn the skills and pleasures of group cycling with Susan Wallis, co-author of *Bicycle Day Trips in and Around London*, on a 40 km morning ride to Komoka, where we'll stop for coffee and a snack before returning to London.

For info., phone 433-1317 or e-mail <s.wallis@gtn.net>.

Recumbent Bicycle Design Contest, The Show

Saturday, May 24, 11 a.m. - 1 p.m., Westmount Shopping Centre

An ongoing recumbent bicycle design contest, organized by Steve Robson and the London Bicycle Festival, will culminate in a show. Come see the winning designs of recumbent bicycles made from recycled bikes, judged on the basis of being practical vehicles.

Art and Photo Contest, The Show

Saturday, May 24, 11 a.m. - 1 p.m., Westmount Shopping Centre

Celebrate images created by some of London's expressive cyclists. Among the works will be photographs and drawings representative of bicycles and bicycling.

Cyclists' Breakfasts!

Monday, May 26 - Friday, May 30, 7 a.m. - 9 a.m., Victoria Park Bandshell / Wednesday only, at Talbot College Intersection, U.W.O.

BROUGHT TO YOU BY BELL CANADA AND LONDON LIFE

Stop in for breakfast after your invigorating morning ride. Free bicycle check-ups will be offered, as well as daily prizes. Advice on body mechanics while cycling will be offered by Robin Harvey of Atrium Massage Clinic. Middlesex-London Health Unit will have a display with information pertaining to its Skin Cancer Awareness Week.

Car-Free Wednesday

Wednesday, May 28

BROUGHT TO YOU BY LONDON GREEN HORIZONS INC. AND THE LUNG ASSOCIATION

Cycling Challenge '96 has taken on a new dimension in '97! Not only cyclists, but also bus riders, car-poolers, roller bladers and walkers can contribute to less traffic and pollution this day.

Last year, London's 353 cyclists rode 6326 km, and saved 1545

kg of airborne pollutants. This year the goal is 3,000 participants, 60,000 km, and 15 tonnes saved.

Let's get people out of single-person cars, and onto bikes, buses and blades. We can make a significant difference, at least for a day! The breakfast rally in Victoria Park will take place as usual, but make sure all "car-free commuters" register so we can beat Victoria, Vancouver, Calgary and Toronto on a "car-miles saved per head" basis. Let's do it again, London!

For more info., phone 679-6300, fax, 679-6337, e-mail, ghorizon@execulink.com, or visit TREA's website at <<http://www.wwdc.com/trea>>.

Brainstorm '97: Improving London's Multi-use Pathways

Friday, May 30, 7 p.m. - 9 p.m., City Hall, Second Floor

BROUGHT TO YOU BY BICYCLE ADVISORY COMMITTEE

How can we make the paths safer? Should the system be extended? Where should the next dollar be spent?

Come out and share your ideas with members of the City's Bicycle Advisory Committee.

1st Bicycle Friendly Award

Friday, May 30, at Brainstorm '97 (see above)

BROUGHT TO YOU BY BICYCLE ADVISORY COMMITTEE

The Bicycle Advisory Committee of London invites nominations from citizens of London for the granting of Bicycle Friendly Awards to organizations or companies that have contributed to making the City of London more bicycle friendly. The first award shall be given to the winning nominee at the London Bicycle Forum (see above). For more information on nominating, please contact Nancie Irving, Committee Secretary at 661-4856.

Kids Can-Bike Festival

Saturday, May 31, 10 a.m. - 3 p.m., Sir Frederick Banting Secondary School (parking lot), Wonderland Rd. N. next to Midway Arena and the London Aquatic Centre

Kids aged 8-13 are welcome to participate in a fun event and learn bicycle safety skills (approximate participation time is 90 minutes). A parental signature (waiver) is required before starting.

Trained instructors will introduce children to the key bike handling skills and training required for the transition from off-road use to roads and bicycle corridors.

Bring your bike and helmet and wear suitable shoes, ie. open-toed foot wear is discouraged. Bicycle mechanics will be on hand to do any minor adjustments or repairs.

Come on out and join in on the prizes and raffles for some cool bicycle accessories and a free hot dog/burger and pop.

- Children under 9 need supervision
- Obey the rules of the road
- Stop at all stop signs and red lights
- Ride on the right hand side of the road
- Use proper hand signals
- Shoulder check before signaling or turning
- Before entering or crossing a road, look left, ahead, check right and left again
- Learn to make your own decisions
- Make sure your helmet fits properly
- Enroll yourself and children in a safe cycling skills course



Fat Tyres and Friends

Saturday, May 31 and Sunday, June 1 (afternoons), Boler Mountain, Mountain Bike Center, 689 Griffith St. (in Byron)

BROUGHT TO YOU BY ESTR (ENVIRONMENTALLY SENSITIVE TRAIL-RIDERS) AND THE ORMBA (ONTARIO RECREATIONAL MOUNTAIN BICYCLING ALLIANCE)

Join your local mountain bike trail advocates for a "Bike Fling", and other wacky bike contests. Help us raise money for local trail maintenance and development. Prizes for competition winners and those demonstrating artistic merit.

International mountain bike rules of the trail:

- Plan ahead
- Leave no trace
- Always yield trail
- Never spook animals
- Control your bicycle
- Ride open trails only



Canada Cup Mountain Bike Race Series

Saturday, May 31 and Sunday, June 1, Boler Mountain, Mountain Bike Center, 689 Griffith St. (in Byron)

BROUGHT TO YOU BY ALL SEASONS SPORTS AND CYCLE

The races begin Saturday at noon with the downhill, followed by the new dual downhill race at 4:00 p.m., and the cross-country event starting Sunday at 8:45 a.m. The downhill promises to be thrilling, and the dual downhill is a first for London! Spectators are welcome. Other attractions include expo booths, factory race teams, and wacky special events staged by ESTR. So come on out and have a fun and exciting weekend with all of us!