



Media Invitation

Families catch Montreal's "bicycle fever" at Sun Youth's Recyc-a-bike event.

Montreal, June 14, 2013 - Sun Youth Organization and Houle Toyota Scion are proud to announce their seventh annual recycled bicycle distribution known as Recyc-a-Bike which will be held on **Saturday, June 15th**, between **9am and 11am** at **Houle Toyota Scion dealership** located at **12305 Sherbrooke Street East**.

Established in 2006 on the initiative of **Mr. Michel Houle** from **Houle Toyota Scion**, close to **3000 bikes** have been donated throughout the history of this program. Every November, Houle and Sun Youth collaborate to collect used bikes in need of retuning, and over the winter they are made road-ready by **Le centre du vélo Mascouche**. Over **350 refurbished bicycles** will be given to Greater Montreal families pre-selected by Sun Youth.

"Montreal is now the **most bike-friendly city in North America**, and has **over 600km of bike paths** and a rapidly increasing number of cyclists," said Tommy Kulczyk, Assistant to the executive vice president and Director of Sun Youth's Emergency Services, "this program represents a **perfect opportunity for people to ride the wave**. We are becoming more conscientious about how to protect our environment, reduce pollution and waste while improving the quality of life of families by giving recycled bicycles."

Members of the media are invited to meet the **recipient of Sun Youth's 2013 excellence award, Mr. Michel Houle** on **Saturday, June 15th**, between **9am and 11am** at **Houle Toyota Scion dealership** located at **12305 Sherbrooke Street East**. The award was presented to him to commemorate his years of tireless dedication and service to Sun Youth and the community as part of what has become known as the **Bicycle Month** at Sun Youth Organization.

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