Media Advisory

FOR IMMEDIATE RELEASE
Friday, April 13, 2012

Town of Aurora to showcase eco-friendly BionX e-bike during Earth Week

Presentation and demonstration to profile "made-in-Aurora" success story

Aurora, ON – The Town of Aurora is partnering with Aurora company BionX International during Earth Week to promote their innovative line of environmentally-friendly products, including their electric-assisted bikes and paddleboats.

Members of the public and media are invited to hear remarks by Mayor Geoffrey Dawe and a presentation by Paul Gingl, BionX International's Vice President of Business Development.

Following the presentation, four BionX e-bikes with helmets will be available for attendees to test and take a short ride.

When: Wednesday, April 18
1 p.m. to 2:30 p.m.

Where: Aurora Town Hall – Council Chambers
100 John West Way

Present: Mayor Geoffrey Dawe
Paul Gingl, BionX Vice President of Business Development

Format:

1 p.m. to 1:05 p.m.	Remarks from Mayor Dawe
1:05 p.m. to 1:45 p.m.	Presentation by BionX International VP Gingl
1:45 p.m. to 2:30 p.m.	Photo opportunity and e-bike demonstration

Attendees to the presentation will be entered into a draw for a $50 Cineplex Odeon gift card. Light refreshments will also be available.

Earth Week is celebrated annually, leading to Earth Day on April 22. Earth Week 2012 will have millions of Canadians participating in thousands of environment-themed events across the country.

For more information on BionX International, please visit www.bionxinternational.com

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Media contact:
Michael Kemp
Acting Manager of Corporate Communications, Town of Aurora
Office: 905-727-3123 ext. 4238 | Cell: 905-726-5862 | Email: mkemp@aurora.ca