



MEDIA RELEASE

17 October 2017

NZ Bike Expo – the back story

The first-ever NZ Bike Expo launches in Christchurch on 28-29 October at the Air Force Museum at Wigram targeting 6,000 people to attend.

The show started as a desire from the Cycling Action Network (CAN) to create an event that can bring together the extraordinary range and richness in the bicycle world and to show just how big the wider bicycle community is.

‘About a quarter of people in Christchurch are on a bike at least once a week,’ says Wellington-based CAN representative Jo Mackay. ‘We want to create a consumer show of interest to thousands of people, that covers all types of biking.’

‘People enjoy cycling for so many different reasons. Kids love biking. Mountain biking and road cycling are huge adult leisure activities. E-bikes are taking off and more and more people are finding that biking around Christchurch is easy and becoming a more convenient and pleasant way to travel.’

CAN was persuaded by its local group Spokes Canterbury to run the first expo in Christchurch this October, as the grand finale to a month-long bikefest called ‘biketober’.

‘As I’ve got to know Christchurch more, I think it’s the ideal place for the Bike Expo. For a start there’s space to cycle here!’ says Wellington-based Ms Mackay.

As a charitable organization, CAN does advocacy. Its goal is to get more people on bikes, more often. Its members talk to councils and politicians to get space for cycling, and to encourage safer and more integrated planning. The Expo is a new venture for CAN.

To create it CAN teamed up with event manager Krissy O’Connor from **Dare To** special project agency.

Krissy is a keen mountain-biker and Cyclocross rider and is creating the kind of event she knows she would love to attend as a sports cyclist. A keen club rider, she is also organizing with local club support two events within the event, a Cyclocross event as the Expo opens on Saturday morning, and a Criterium for road cyclists on Sunday morning on the airfield.

Jo on the other hand is more typical of the non-sporty commuter and recreational cyclist. She has simply always used her bicycle to zip around town because it’s easy and convenient. Her ideal holiday is a rail trail with wine and good food stops without hills.

The Expo caters for both their interests and more, with something for all kinds of people who like biking.

To create this event CAN has reached out to the bicycle industry for the first time.

- **Retail NZ** runs the bicycle industry association. They immediately saw the value of an expo for their members and were instrumental in helping get the event underway.

And CAN's other partners all have their place in the cycling community:

- The **NZ Transport Agency** has been a core supporter and the **Christchurch City Council** is helping to promote the Expo. NZTA and the Council are investing \$160 million into cycleways in the city. A celebration of bicycles is just the tonic for encouraging people to check out their new cycleways. The Council will be at the event to talk about the new major cycle routes and its Cycle Safe instructors will be at the kids track along with **Canterbury Plunket**.
- **Cycling New Zealand**, the peak sporting body for cycling, is bringing world champions Anton Cooper and Linda Villumsen to the event as well as coaches, a competition bicycle, and more.
- **Fulton Hogan** is a Gold Partner. Fulton Hogan builds cycleways and is taking the lead to install safety features and to provide safety training for its truck drivers who are often working around cyclists and pedestrians in busy areas. Fulton Hogan is also committed to supporting the communities it works in.
- The Expo's Social Partner, **Cassels & Sons Brewing Company**, is based in Woolston at The Tannery, very near to a future cycleway. The synergy is evident as their quality craft brews are very close to a many a biker's heart.
- Keith Guthrie, 37 years in the **Cycle Trading Company**, is sharing some of Christchurch's cycling history.

Many within the cycling and Christchurch community have been pleased to help in many different ways.

'Everyone we've talked to has been really supportive. Other Christchurch cycling event organisers have been so helpful. We're really excited that Christchurch Adventure Park will have something special there. People recognize that events like this help boost the whole community and get even more people biking,' says Jo.

'We're inviting 6,000 people to come and play.'

The first NZ Bike Expo will be at the Air Force Museum of NZ, Wigram, on 28 and 29 October 2017.

nzbikeexpo.nz