

June 19, 2009



BRADFORD
Ride for Mercy



The *Bradford Ride for Mercy* is Sanctioned by the *Ontario Cycling Association* in partnership with the *Newmarket Eagles Cycling Club* to raise awareness and funds for a local woman's shelter known as "Mercy House". The OCA is dedicated to the development and promotion of programs and services for the sport of cycling in Ontario.

Select your tour whether you are an avid cyclist or recreational rider we have 2 exciting road courses designed to meet the needs of both the avid or family riders. The scenic rolling hills of Bradford, Ontario and the beautiful country side roads one can still see deer's scampering through the bush. Both tours take the rider through the famous *Holland Marsh* the heartlands of Ontario's agriculture produce. The *Holland Marsh* is known for the richest soil in the world and produces more than 1/2 of all the carrots and onions in Canada. This small-town scenic community is one of Southern Ontario's best kept secrets.

Challenge your family, friends and/or co-workers to get involved. They can participate along side you in a scenic 35 Km or 70 Km road course or they can support you with pledges. The *Bradford Ride for Mercy* is part of the festivities associated with Carrotfest. The Carrotfest event is rich in tradition and celebrates the areas agricultural heritage with an assortment of exhibits, food, crafts vendors and unique events all tied to the agricultural roll of the carrot and a healthy lifestyle. Now into its 10th year, Carrotfest remains a family event suitable for all.

Date: Saturday August 22, 2009
Contact: www.rideformercy.com
Cost: Registration Fee \$25.00 plus Pledges
Location: Bradford, Ontario, Canada

Road Support – vehicles and expert riders will be patrolling the routes to help those who are too weary to continue or have mechanical difficulties. Rest areas will be available approx every 10km. A free lunch will be provided. Spend the afternoon visiting the famous *Carrotfest* and partake in the festivities, We encourage you to stay overnight at a local Campground, Motels and/or Hotels of your choice. You can create your own ride on Sunday and visit some of the local land marks like *Scanlon Creek Conservation Area* or the picturesque *Scotch Settlement*.

Be part of Southern Ontario's historic ride while supporting a worthy cause. This event is suitable families and riders of all levels. Please visit our website for directions, maps, forms and details pertaining to the *Ride for Mercy* event. We look forward to your participation and questions can be addressed to info@rideformercy.com.