

PRESS RELEASE



FOR IMMEDIATE RELEASE

C-KAP Winner of Tour du Canada Cup

ALLISTON — April 8, 2004 — **Rob Brown of Sarnia Ontario** is the winner of the first annual Tour du Canada award for a C-KAP member, the national cycling club Tour du Canada has announced.

In 2003 Rob traveled by bike in three Canadian provinces. Rob has been recognized by the Board of Directors of Tour du Canada as best reflecting its stated goals of promoting interprovincial cycling.

Rob's name will be engraved on a trophy donated to C-KAP by Tour du Canada and C-KAP will further recognize his accomplishment with a certificate of achievement. Rob also will receive a Tour du Canada cap as part of the award.

For more information on C-KAP and Tour du Canada, and how to compete for this annual award please contact:

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Canadian Kilometer Achiever Program (C-KAP) is a national fitness incentive program that dates back to 1976. That year, groups of cyclists from across Canada traveled from province to province to their final destination of the Olympics in Montreal, Quebec.

The goal of the program is to encourage participants to improve their health and lifestyle through cycling. The program has encouraged over 1,000 cyclists, on a voluntary basis, to log their daily kilometers throughout the year. The cumulative cycling distance of C-KAP participants is over 14 million kilometers.

Tour du Canada is a national network of cyclists whose mandate includes the promotion of interprovincial cycling. The club has more than 300 active members throughout the country and in various parts of the world.

The Tour du Canada organization conducts the annual cross-Canada bicycle ride. Tour du Canada was first staged in 1988 and is the longest annual bike ride in the world. Riders visit all ten Canadian provinces during the high summer months. More than 400 participants have completed the 7400 kilometre cross-country ride. The age range of participants to date is 14 to 73.

Tour du Canada is the registered trade-mark of Cycle Canada, The Veloforce Corporation and is used under licence by VTSJ Groupe Cycliste pour Tour du Canada.