



City of Toronto

Sustainable Transportation Directory

The 2000 Essential Directory of Groups, Projects, Initiatives and more!



The Bay Mother Daughter Walk for Heart and Stroke

The Bay Mother Daughter Walk for Heart and Stroke is a fund raising event for the Heart and Stroke Foundation. In its 5th year, this event, along with the HeartSmart Women's Initiative, injected over \$3 million into gender specific research projects related to heart and stroke. In 1994, heart disease and stroke accounted for 40% of all female deaths in Canada and 37% of male deaths... making heart disease and stroke the #1 killer in Canada.

This event happens across Canada (outside of Ontario, the Walk date is September 12). In 1998, there were over 15,000 participants and over \$780,000 was raised.

In 2000, the Toronto Walk took place at Ontario Place. Over 300 volunteers helped to make this event happen!

Contact

Maria Marricco, Toronto Event Coordinator

Heart and Stroke Foundation

1920 Yonge St., 4th Floor

Toronto, ON L3T 1S8

Phone: 416-489-7111; ext. 366

Fax: 416-489-9343

Email: mmarricco@hsf.on.ca

Web Site: www.hsf.on.ca

Sponsors/Partners

The Bay is the National Title sponsor. Other sponsors include EZ Rock 97.3FM, The Weather Network, Weston Bakeries Ltd., Flo2, General Mills Canada, and Ericsson Communications.



becel® - Ride for Heart

This is an annual event with more than 12,000 cyclists and in-line skaters participating every June. Lakeshore Boulevard and the Don Valley Parkway are closed to traffic for a ride to support the Heart and Stroke Foundation. Cyclists can choose one of two endurance routes: the 20 km route, which is suitable for families with young children, or the 50 km route for more experienced cyclists. There is a separate 10km or 20km route for in-line skaters. Rest stations along the route will provide refreshments, first aid, bike repairs, entertainment and nutritious snacks. Vehicles will be available to assist tired cyclists and to pick up disabled bikes. All participants will receive a nutritious lunch and souvenir pack following their ride. There will be a post-event celebration featuring clowns, entertainment and much more fun! Collect pledges and help support life saving research - plus obtain great prizes for your fundraising efforts!

Rideline: 416-486-RIDE

Contact

Susan Chouinard, Toronto Event Leader

Heart and Stroke Foundation of Ontario

1920 Yonge, 4th Floor

Toronto, ON M4S 3E2

Phone: 416-486-7433 (486-RIDE)

Fax: 416-489-6885

Web Site: www.hsf.on.ca

1999 Sponsors/Partners

becel®, Registered Trademark of Lipton, a division of UL Canada Inc.; Bayer; Gatorade; CFRB AM 1010 News Talk Radio; MIX99.9 FM; The Toronto SUN; The Weather Network; Pedal; Open Window Health Bread Bakery; Toronto Bicycling Network; Ombrelle; Air Canada; Tea Council of Canada; PowerBar.



The Bicycle Friendly Business (BFB) Awards

BFB awards are presented biannually during Toronto Bike Week, previously known as Bike To Work Week (BTWW). The purpose of the Awards is to recognize businesses, agencies and other organizations which have taken actions that have improved conditions for cyclists.

Winners have been recognized for activities as diverse as obtaining bike parking in front of their stores, contributing resources to sustainable transportation organizations, or implementing a bike friendly dress code for employees. The Awards are a partnership project of the Toronto Cycling Committee Bicycle Commuter Program and Transportation Options.

An awards committee uses the following criteria to help guide the selection process: *(and the BFB Awards project invites you to add to it with bicycle friendly business ideas)*

- Secure/monitored bicycle parking
- Shower and change facilities on-site
- Discounts for cyclists
- Employee training in bike safety and bike mechanics
- Participating in Bike Week
- Support for cycling events and functions
- Percentage of employees who cycle
- Dress code that is cyclist friendly
- Hiring of bicycle services (i.e. couriers, bike trailer delivery)
- Encouraging cycling through employee programs and events

There is no limit to the number of winners. The BFB Awards winners are listed in promotional material for the following Bike Week each year.

For more information or to obtain a nomination form call the bike hotline at 416-392-7592, email btww@city.toronto.on.ca or contact Transportation Options.

Contact

The Bicycle Friendly Business Awards

c/o Sarah Climenhaga

Transportation Options

500 University Avenue, 8th Floor

Toronto, ON M5G 1V7

Phone: 416-338-5088

Fax: 416-392-0071

Email: sclimenh@city.toronto.on.ca

c/o Sean Wheldrake

Toronto Cycling Committee

500 University Avenue, 8th Floor

Toronto, Ontario M5G 1V7

Phone: 416-392-1143

Fax: 416-392-0071

Email: swheldra@city.toronto.on.ca

Web Site:
www.city.toronto.on.ca/cycling/committee_terms.htm

Sponsors/Partners

Toronto Cycling Committee;
Transportation Options



The Canadian Cancer Society's (CCS) Great Ride 'n' Stride to Beat Cancer

The Great Ride 'n' Stride to Beat Cancer is a Canadian Cancer Society initiative to raise money for research, patient services such as transportation and financial assistance, and information outreach and public education. We share information and refer people in the community to the resources they need.

1999 was the first year that eight Units in the GTA got together and hosted four events on the same day. The first Great Ride 'n' Stride to Beat Cancer took place in 1969 in Thamesford Ontario, and was a women's only event. Now it has become a walk/run/bike/blade/wheel event for the whole family. The Great Ride 'n' Stride to Beat Cancer took place on May 28, 2000

The CCS is a national, community-based organization of volunteers, whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

The CCS promotes a healthy lifestyle through a variety of initiatives, and the Great Ride 'n' Stride is another way for the community to participate in healthy outdoor activities.

Our vision for the future is that this event will grow in popularity and more CCS Units in Ontario will join together to host one day of activity in their community.

Contact

Heather Laughlin

Canadian Cancer Society York/West
Toronto Unit

#202 - 2 Jane Street

Toronto, ON M6S 4W3

Phone: 416-762-5749

Fax: 416-762-2630

Email: yorkwest@ccsont.org

Web Site: www.cancer.ca

Canadian Cancer Society Ontario
Division Office

1639 Yonge St.

Toronto, ON M4T 2W6

Phone: 416-488-5400 or 1-800-268-
8874

Fax: 416-488-2872

Web Site: www.cancer.ca

Sponsors/Partners

The Great Ride 'n' Stride to Beat Cancer enjoys the support of many local businesses, and each year there is a need for sponsors, partners and volunteers.



Clean Air Commute

In Toronto, smog has become an increasing threat to our health. Studies have shown that smog causes about 1,800 premature deaths each year in Ontario and vehicles are the single largest source of smog and greenhouse gas emissions.

Since 1993 Pollution Probe has taken action against smog through its major public education and action campaign on air pollution in the Greater Toronto Area. The month long program features extensive advertising, information displays, speaking engagements, interviews and special events. The main event of the month is the workplace commuter challenge and fundraising event designed to improve air quality by motivating individuals to reduce the use of the car. The Clean Air Commute encourages employees to take public transit, car-pool, cycle, walk, "telecommute", or in-line skate to work during a designated period in June. Practising responsible car maintenance is also part of the commuter competition - having a tune-up, inflating tires and visiting Pollution Probe's vehicle emissions testing clinic all count during the Clean Air Commute period.

Participants collect "air points" for each smog-reducing activity that they achieve during the event. "Air points" are tallied at the end of the competition, winners are declared, and prizes are drawn. Each year, participation in this event has grown and the competition has been expanded to other major cities in Canada.

The Clean Air Commute is an important component of Pollution Probe's long-term vision for improving the state of Canada's air quality and reducing the risks of climate change. Specifically, it provides Canadians with the opportunity to better understand the issues of smog and climate change, and offers the public viable, hands-on solutions to reducing vehicle-induced emissions.

Participating in the Clean Air Commute involves registering your workplace for the event, promoting the Commute during the month of June, and motivating employees to participate. The City of Toronto's participation in this event is coordinated by the Toronto Healthy City Office.

Please also refer to Pollution Probe in the Groups section of this directory.

Contact

Olivia Nugent, Clean Air Commute
Coordinator

Pollution Probe

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onugent@pollutionprobe.org

Web Site: www.pollutionprobe.org



HIKE for Clean Air

The Lung Association is very excited to announce our HIKE for Clean Air. This public awareness and fund raising event supports our provincial program, C.A.N. DO - The Movement for Clean Air Now, which is a spirited, positive, action-oriented campaign focused on making a difference in our air quality. The HIKE aims to:

- raise \$30,000 by encouraging individuals to gather pledges and corporations to provide sponsorship in support of The Lung Association;
- increase public awareness of the serious risks air pollution has on respiratory health;
- provide people with the incentive and the inspiration to take action; and
- raise the level of awareness of The Lung Association in Toronto.

The HIKE for Clean Air took place on Sunday, October 3, 1999. There were two hikes in Toronto: Etienne Brule Park (west Toronto) and Rouge Park (east Toronto).

Why support the HIKE for Clean Air? This campaign is fully managed by The Lung Association, which has extensive experience in running similar programs and has had excellent results. According to a 1994 survey performed by Decima Research, 92% of Ontario residents feel that The Lung Association is the most effective spokes body on the issue of air quality. The Lung Association is committed to the improvement of respiratory health through fund raising activities for the support of medical research and Lung Association community health programs.

Hiking is the fastest growing leisure activity. According to Hike Ontario, researchers estimate that hiking will steadily increase, with growth projected at 12% by the year 2001. As the baby boomers age, they are moving away from vigorous competitive team sports to unstructured and/or slower paced physical activities. People want to connect with nature and enjoy the physical fitness and health benefits of hiking while they relax and unwind. The average Ontario hiker is young to middle-aged and has a post-secondary education. Slightly more than half of today's hikers (52%) are female. Most hikers (69%) hike with their families and friends. HIKE for Clean Air participants have traditionally been 68% female, and the event has been very popular with families.

HIKE for Clean Air targets outdoor enthusiasts, and those individuals concerned with our environment and their general health. Our primary market focuses on active, young people 20-49 years of age, with a variety of physical capabilities. Please also refer to the Lung Association in the Groups section of this directory.

Contact

Lori Vail

The Lung Association

#601-365 Bloor Street East

Toronto, ON M4W 3L4

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Web Site: www.on.lung.ca



Healthy City Day

Healthy City Day evolved from Healthy City Week, Toronto Healthy City Office's annual "coming together" of communities, organizations, businesses and local government to celebrate partnerships that help to make Toronto a healthy city.

Healthy City Day features the Neighbourlies Awards and a Healthy City Event, "Toronto 2020 - Will It Be A Healthy Place to Live, Work and Play?" On September 22, 1999, as part of the St. Lawrence Forum series, this event included discussions on what it takes to build a healthy city. The issue of sustainability in the area of transportation was part of the panel's presentation, which focused on the Healthy City Office's three E's - Equity, Economy and Environment. For more information please contact the Healthy City Office or visit its web site.

Contact

Toronto Healthy City Office

City of Toronto

Metro Hall

Toronto, ON

Phone: 416-392-0099

Fax: 416-392-0089

Email: hco@city.toronto.on.ca

Web Site:
www.city.toronto.on.ca/healthycity



SummerActive (Campaign)

SummerActive is a community-based educational and promotional event for healthy, active living. The purpose of SummerActive is to increase the awareness of the benefits of moderate physical activity, to inform the public on how to be active enough to improve their health, and to increase participation in physical activities during the summer months.

SummerActive is implemented in partnership with Health Canada, provincial/territorial governments and national organizations. Each province/territory is responsible for developing specific materials, distributing materials to community leaders, and providing on-going communication support to leaders. In Ontario, ParticipACTION manages this seasonal campaign on behalf of the Ministry of Health. The campaign generally takes place in May and June.

Contact

Doug Gore

ParticipACTION

40 Dundas St. W.,

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Toronto, ON M5G 2C2

Phone: 416-954-1212

Fax: 416-954-4949



Toronto Bike Week

Toronto Bike Week, a project of the Toronto Cycling Committee (TCC), is a ten day focus on and celebration of cycling and active transportation, with over 40 cycling and active transportation events in locations across the City of Toronto. Cyclists, runners, walkers, in-line skaters, skateboarders, and scooterers of all ages and level of experience can take part in the (mostly) free events. Bike Week usually takes place at the end of May or beginning of June.

Toronto Bike Week evolved from the former City of Toronto's Bike To Work Week (BTWW), an annual, city-wide week of events that featured free breakfasts for cyclists, repair clinics, rides, music, bicycle fashion shows, corporate challenges, safety information and demonstrations, awards, films, parties, forums on cycling issues and more. BTWW, growing in size and participation each year, began in 1993. It brought and still brings a great deal of public and media attention to cycling issues, and attracts new cyclists to cycling, and to working on cycling issues throughout the year.

Many of the cycling community's volunteers and project coordinators were introduced to the bicycle community through BTWW. In the early years, many of the public events were organized by the former Toronto City Cycling Committee and City staff. Now events are predominantly community driven, with the kick-off breakfast and general coordination and promotion provided centrally by the new Toronto Cycling Committee.

The main goals of Toronto Bike Week are to:

- encourage more people to use environmentally sustainable, healthy, and fun modes of transportation
- promote safe cycling practices, both for cyclists and motorists
- encourage a business culture that recognizes cycling contributions to the economy
- celebrate bicycle and active transportation culture
- demonstrate to people that the various modes of active transportation are easy and cost effective

For more information call the bike hotline at 416-392-7592, email: btww@city.toronto.on.ca, or contact the Toronto Cycling Committee.

Contact

Toronto Bike Week

c/o Mary Casini, Committee Secretariat, Clerk's Division

Toronto Cycling Committee

Etobicoke Civic Centre, Main Floor South Block

399 The West Mall

Etobicoke, ON M9C 2Y2

Phone: 416-394-8104

Fax: 416-394-8895

Email: mcasini@city.toronto.on.ca

Web Site:

www.city.toronto.on.ca/cycling/committee_terms.htm

Sponsors/Partners

Toronto Cycling Committee; City of Toronto Urban Planning and Development Services; A wide range of community and business hosts and partners



Toronto Bike Week 1999 Events

Guaranteed Bike Lane

Join cyclists as they photograph and document parking infractions. 10-4 p.m. College & Spadina. Organized by ARC: 416-703-3421

Mass Ride

Join hundreds of cyclists, runners, in-line skaters, scooters & skate-boarders as they converge from Yonge & Bloor, 8 am., to Toronto City Hall. Starting points: 7:30 am. NORTH: George Locke Library, 3083 Yonge (at Lawrence); WEST: Bloor at High Park; EAST: East Lynn Park on Danforth, (2 bl. west of Woodbine) or join the DUNDAS EAST RIDE. Meet 7:30 am. at Kingston & Dundas. 416-461-1925 ext. 251. PIT-STOP for coffee & drink at Bloor (west of Dufferin) 8 am. Bloordale BIA.

Free Pancake Breakfast

The annual bike week tradition. Food, live music & hot air balloon rides at Nathan Phillips Square! Sponsored by Enridge Consumers Gas. 7:30-9 am. 416-392-7592

Cycle the Don River & Waterfront

Through the Toronto Port Lands, along the Lower Don Trail to Chester Springs Marsh. Meet 6pm., King & Sumach Streets. 416-392-0401

Bikes Mean Business Awards Ceremony & Bike Choir CD Launch

at Toronto City Hall, Members' Lounge. Awards, entertainment, food and fun with a full concert by Toronto's very own Bike Choir, 5:30-8 p.m., 416-392-7592

Parking Meter Party

Cycle to bikes, fun, games, parking meters wearing dresses and fancy snacks. You don't notice how much space cars take up until they're gone! (Spadina at Queen) 5:30 p.m. CBN: 416-504-2918, ext.1

Chinese Canadian National Council Family Ride & BBQ

Meet at 10:30 am. CCNC: 416-977-9871

These events usually take place annually. Check Toronto Bike Week promotional material for up-to-date information or contact the organizers directly.

Contact

Organizations and phone numbers listed under each event or

Toronto Bike Week

Toronto Cycling Committee

Phone: 416-392-7592

Fax: 416-392-0071

Email: btww@city.toronto.on.ca



Toronto International Bike Show

The 14th Annual Toronto International Bicycle Show is promoting the new bicycle products available for the year 2000 season. Come see and buy the latest, newest, hottest bicycles and accessories or see the mountain bike dual slalom racing or checkout the Extreme Games BMX freestyle and dirt jumping and more!

Toronto's annual bicycle show, the largest in North America, takes place over three days in early March.

Contact

Josie Graziosi

Toronto International Bicycle Show

#1801 - 1 Yonge Street

Toronto, ON M5E 1W7

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Fax: 416-369-0515



Toronto Re-cycled Art Auction

If you've ever stood on a crowded downtown sidewalk and a cow, rat, canoe, moose, rose garden, sequined tea service, leather and chains, or constellation bicycle has sailed past in the bike lane you've witnessed an art-bike in its natural habitat.

Some years ago a group of art-lovin' cyclists formed the Toronto Re-cycled Art Society (TRASH). They challenged Toronto artists (known, unknown, underground, head-just-above-the-water artists) to celebrate the beauty of the bike. The artists have given their time, energy and creativity to transform clunkers into moving works of art.

Over the years, this rideable-art, as well as-wall-art, art helmet, bike jewelry, bike fashion, etc. has been auctioned off to support worthy bike projects - Bikes Not Bombs, Street Kids International, and the Community Bicycle Network (CBN). TRASH's last project was a Bike-Quilt, with blocks sent from around the city and the world. It was raffled off to support CBN.

In the future, TRASH would like to be part of more bike culture events - dance-cycles, music as well as art. We need fresh blood in our organizational staff and want to hook up with people/groups who love bike culture.

Remember To bike is human to art-bike divine!

Contact

Leslie Ashton

Toronto Re-cycled Art Auction

21 Fairview Blvd.

Toronto, ON M4K 1L8

Phone: 416-465-7862

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E-mail: tintower@yahoo.com