

Ride to Market – Saturday May 20, 2022

- **Official campaign launch date: week of Earth Day**
- **Pre-Launch – Friday March 25-Sunday March 27 – Town Booth Orangeville
Lions Home Show – Orangeville Fairgrounds**

- **Campaign Support:**
 - **Town Of Orangeville:**
 - **Lion's Home Show – Fairgrounds – Town Booth March 24-26**
 - **Website – Orangeville.ca**
 - **Citizen – weekly, town page 3**
 - **External newsletters**
 - **Facebook, Instagram, Twitter**
 - **BIA**
 - **Website – Downtownorangeville.ca**
 - **Facebook, Instagram, Twitter – downtown orangeville**
 - **Facebook, Instagram – Orangeville farmers market**
 - **Farmers Market – official booth – or circle in front of town hall**
 - **Dufferin County**
 - **Websites – Dufferincounty.ca – event posting/feature on climate action website**
 - **Facebook, Twitter – 3 posts & re-share ours**
 - **Instagram – Climate Action, Corporate, Tourism – 3 posts & re-share ours**
 - **Climate Action Newsletter**
 - **Mayor, Town Councilors**
 - **Facebook pages – TBA**

Contacts:

Town of Orangeville – Sheila Duncan, Manager Corporate Services, 519-941-0440 Ext. 2253,
sduncan@orangeville.ca.

BIA – Alison Scheel – OBIA General Manager 519 942-5288 info@downtownorangeville.ca

Dufferin County – Kylie-Anne Grube – Climate Engagement Specialist kgrube@dufferincounty.ca

**GOODIE
BAGS**

**FREE
HANDOUTS**

**BIKE
PARKING**



RIDE to market

Saturday May 21, 2022

it's FUN by BIKE!

PARKING LOT AT 90 BROADWAY

**\$200
BIA SHOPPING DOLLARS
TO BE WON**

Post your photo to the
Town, BIA or Market
Instagram accounts



DOWNTOWN
ORANGEVILLE.ca



Orangeville
Historic Charm Dynamic Future

#IRIDEORANGEVILLE