

## 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 – Downtownerangeville.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](mailto:sduncan@orangeville.ca).

BIA – Alison Scheel – OBIA General Manager 519 942-5288 [info@downtownorangeville.ca](mailto:info@downtownorangeville.ca)

Dufferin County – Kylie-Anne Grube – Climate Engagement Specialist [kgrube@dufferincounty.ca](mailto: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**