

**For Immediate Release**

## **Farm Cycle Tour Returns with New Stops and Experiences**

**Comox Valley, B.C. Aug 3, 2017** The Comox Valley continues to build a reputation for not only its culinary and agritourism experiences, but also as a cycling destination. The two worlds will come together for the perfect pairing of education & cycling, in celebration of the regions food and beverage producers, during the 7th annual Comox Valley Farm Cycle Tour, Sunday, September 24<sup>th</sup>.

The Comox Valley Cycling Coalition partnered with Comox Valley Economic Development & Tourism, the Comox Valley Farmers' Market and area farms to develop this unique cycling experience as a way to drive awareness around the Comox Valley's cycling beauty and agricultural bounty, and increase visitation and local product sales.

The event has changed and grown over the years to not only involve incredible farms, but also craft wineries, breweries and distilleries, and much more. The list of participating tour stops is growing daily and currently features 40 Knots Vineyard & Estate Winery, Blue Moon Winery and Ciderworx, Berry Best Organic Farm, Amara Farm, Clever Crow Herbs Spices and Sea Salt, Coastal Black Estate Winery, Courtenay Country Market, Coastal Rainforest Farm, Forbidden Brewing, Garry Oak/Willow Works Courtenay, Gladstone Brewing Co, Glen Alwin Farm, Innisfree Farm, Kehler Vegetable Co, and Wayward Distillation House. Coastal Rainforest Farm, Garry Oak/Willow Works Courtenay, Willovic Farm, Blue Haven Farm and Outback Nursery are new additions to the 2017 tour thus far!

Cyclists are able to pick their pleasure and choose to visit whichever stops they wish, creating their own tour route, meaning cyclists of every level can enjoy the Tour at their own pace. Each tour stop will be offering a unique experience to cyclists ranging from local product tastings, farm tours, demonstrations and more. Early bird registration for \$10 is available online until September 1, and participating Courtenay accommodation providers are offering *free* registration for guests who stay with them on the Farm Cycle weekend.

The Farm Cycle Tour weekend has more culinary activities taking place including the Comox Valley Farmers' Market, September 23; Town Tour: Trails and Tastes of Courtenay, offered by Island Joy Rides, September 23; and Sip & Savour dining experience, offered by Ambassador Tours, September 24.

FMI visit [CVFarmCycleTour.com](http://CVFarmCycleTour.com) or call the Vancouver Island Visitor Centre 1-855-400-2882.

In addition to the Farm Cycle Tour, September has other great bike events including the Royal LePage Petite Fondo, September 10; Cross on the Rock, September 17; and Steve Smith Memorial BC Cup Finals at Mount Washington Bike Park, September 17. FMI visit [DiscoverComoxValley.com](http://DiscoverComoxValley.com)

### **Media Contact**

Lara Greasley, Manager, Marketing and Communications  
Comox Valley Economic Development and Tourism  
250.334.2427 x 233, or [lgreasley@investcomoxvalley.com](mailto:lgreasley@investcomoxvalley.com)