



Présenté par



Press Release
For immediate distribution

BIXI MONTRÉAL WELCOMES FIDO AND CLEARLY AS ITS NEW COLLABORATIVE PARTNERS!

Montreal, April 10, 2018 – BIXI MONTRÉAL is pleased to welcome two new collaborative partners this year, the cellular telephone service provider **Fido** and the online eyeglass retailer **Clearly**. They will be joining **Manulife**, BIXI's presenting partner since 2016, in providing an exceptional customer experience, promoting the BIXI service to a maximum number of citizens and making it even more accessible for everyone. As part of these new partnerships, **Fido** and **Clearly** will be the presenters of an exclusive promotional activation, the details of which will be revealed soon.

«We're really excited to team up with BIXI MONTREAL this summer,» said Nancy Audette, Vice President of Fido Wireless. «At Fido, we're all about connecting our customers to the people and the things that they love, so we're looking forward to sharing more details on this collaboration in the coming weeks.»

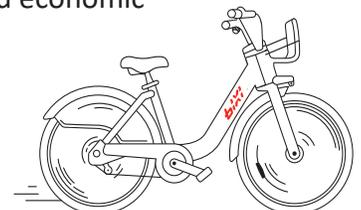
«We're excited to be BIXI's new partner, just in time for their 10th anniversary. As the largest online retailer of eyeglasses and contact lenses in Canada, Clearly is also celebrating an important milestone this year, as it's our tenth year of selling glasses,» said Arnaud Bussières, CEO of Clearly. «So a partnership between BIXI and Clearly seemed natural, not just because we share the same anniversary, but because we believe that there's a strong link between sight and the ability to appreciate all the beauty that Montreal has to offer. Our mission is to offer better vision to everyone to help guide them in all that they do, and that's why we offer a wide range of products, such as glasses as low as \$50 and sunglasses and contact lenses at affordable prices. Our partnership with BIXI is another way for us to help Montrealers and Bixists see the best of Montreal this summer.»

THREE NEW ACTIVATION PARTNERS

This year, **Café Barista** will be offering discounts to BIXI key holders at their participating independent cafés, while the **Beaubien and du Parc Cinemas** will be offering 2-for-1 tickets on Sunday nights all season long. The **Montreal Museum of Fine Arts** will be offering BIXI key holders a discounted admission fee for certain exhibitions.

BIXI MONTRÉAL's valued media partners will be continuing to show their support this year: **LA PRESSE** and **Astral Affichage**. **Rachelle-Béry** will also continue to offer snacks on all six Free BIXI Sundays offered by Manulife.

“I would like to personally thank our valued partners and collaborators who will be continuing to offer enriching experiences to our loyal customers this season. They also contribute by helping to promote BIXI, a fast, simple and inexpensive way of getting around the city to experience the social and economic activities of Montreal!” said BIXI-MONTRÉAL's chairperson, Marie Elaine Farley.





Présenté par



For more information

BIXI-MONTRÉAL

Bérengère Thériault, Spokesperson

Cell: 514 999-6493

ABOUT BIXI MONTRÉAL

BIXI-MONTRÉAL is a non-profit organization created by the City of Montreal to manage the bike-sharing system in Montreal. As of 2018, the network has 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

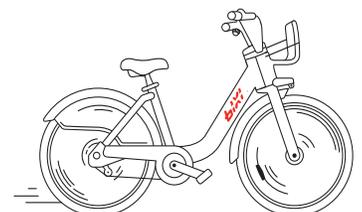
Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2017, we had approximately 34,000 employees, 73,000 agents and thousands of distribution partners, serving more than 26 million customers. As of December 31, 2017, we had more than \$1.04 trillion (US\$829.4 billion) in assets under management and administration, and in the previous 12 months, we made almost \$26.7 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States, where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York and the Philippine stock exchanges, and under '945' in Hong Kong.

ABOUT CLEARLY

The third largest online retailer of vision products in the world, Clearly's mission is to offer better vision to everyone. Founded in 2000, the Clearly.ca website offers a large selection of contact lenses, eyeglasses and sunglasses delivered right to your door. Clearly has also committed to providing a person in need with a pair of glasses every time someone orders eyeglass frames from their website. Owned by Essilor, the organization's headquarters are in Vancouver, British Columbia. For more information on Clearly, please visit their website www.clearly.ca.

ABOUT FIDO

Fido connects Canadians to the things they love through its amazingly fast coast-to-coast LTE network, and its Fido Pulse plans with Fido Roam™, five extra hours of data per month and access to a Spotify Premium offer. Known for its dedicated customer service, Fido keeps things simple through affordable pricing packages and easy to install products. Check us out at fido.ca, facebook.com/fidomobile/, and instagram.com/fidomobile/.





Présenté par



ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

La Presse is a major French-language newspaper in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web). La Presse stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, La Presse is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. La Presse+, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.

