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Press Release
For immediate distribution

**375 BIXI BIKES TAKE TO THE STREETS FOR MONTRÉAL'S 375TH CELEBRATIONS.
BIXI AND MANULIFE INVITE THE PUBLIC TO DESIGN A 375TH EDITION BIXI
FOR MONTREAL'S ANNIVERSARY NEXT YEAR.**



Montréal, November 14, 2016 – The BIXI season ends tomorrow, Tuesday, November 15th at 11:59 pm., but the good times will continue to roll! BIXI and Manulife invite Montréalers to mark the history of our city by designing one of 375 **Special Edition 375th Anniversary BIXI** bikes that will take to the streets of Montreal in the spring.

The **Montréal, BIXI et Moi** project, presented in collaboration with Manulife, starts tomorrow and ends January 5, 2017. BIXI and its partner invite all citizens to submit their ideas and show their creativity by expressing their vision of Montréal. The designs should depict Montréal in all its glory and can take many artistic forms. Go to 375bixi.com from a computer, tablet or smart phone for a chance to create a **Special Edition 375th Anniversary BIXI**. It takes three easy steps:

1. Choose the colour of the bike
2. Upload your high-quality photo or picture
3. Enter your contact information. If you wish, write a message for the city's 375th anniversary



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Montréal 

The artist's signature will be prominently displayed on the frame of each winning BIXI frame riding through the streets of Montreal next cycling season. The artwork and designs will be displayed on the bike's basket and fenders when they take to the BIXI network on May 28, 2017, the first free BIXI Sunday from Manulife.

"BIXI is an iconic part of the Montréal landscape," said Richard Payette, President and CEO, Manulife Québec. We're very pleased to present this unique project promoting physical activity, health and design for the 375th year of our city. We hope that this innovative contest will leave an imprint on thousands of BIXI trips."

Marie Éline Farley, President of the Board of Directors of BIXI MONTRÉAL, added: "Montréal is a city of incomparable liveliness. The innovative, urban nature of the 375 bikes chosen will leave an indelible mark on the collective imagination. All Montréalers will have a chance to see these works of art and ideas in motion in Montréal every day. On average, BIXI makes more than 20,000 trips a day. With all the 375th festivities and special programs, thousands of tourists, Montréalers and Québécois can admire these original BIXI bikes."

WINNERS WILL BE ANNOUNCED IN FEBRUARY 2017

A jury of representatives from various organizations and associations linked to the 375th celebrations and to the design community will select the original designs to be reproduced on a BIXI. The winning designs will be unveiled in February 2017.

"The **Montréal, BIXI et Moi** contest is a chance for people to express their vision of the city. This project is part of our commitment to celebrating the 375th anniversary in the image of Montréal. This competition unites and mobilizes Montréalers around an enduring project that will continue beyond 2017," said Alain Gignac, General Manager of the Society for the Celebration of Montréal's 375th Anniversary.

END OF SEASON AND RETURNING BICYCLES

On November 15th at 11:59 pm, BIXI bikes can be docked at any station on the network, but will no longer be available for rental. BIXI invites citizens to visit bixi.com and to download the BIXI mobile app to help them plan their route. BIXI also thanks all cyclists who pedalled us to a significant increase in traffic for this season. We look forward to seeing you again on April 15, 2017!

** Complete statistics for the 2016 BIXI season will be available in the next few weeks.*



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Renseignements

Béregère Thériault, porte-parole, BIXI-Montréal
514 999-6493
communications@biximontreal.com

À PROPOS DE BIXI MONTRÉAL

BIXI MONTRÉAL est un organisme à but non lucratif créé par la Ville de Montréal pour gérer le système de vélo-partage à Montréal. Le réseau comprend 5 200 vélos et 460 stations sur le territoire montréalais, ainsi qu'à Longueuil et Westmount.

À PROPOS DE MANUVIE, PARTENAIRE PRÉSENTATEUR DE BIXI MONTRÉAL



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Manuvie, groupe mondial et chef de file des services financiers, offre des solutions avant-gardistes pour aider les gens à prendre leurs grandes décisions financières. Elle exerce ses activités sous les noms John Hancock aux États-Unis et Manuvie ailleurs dans le monde. Elle propose des conseils financiers ainsi que des solutions d'assurance, de gestion de patrimoine et de gestion des actifs à des particuliers, à des groupes et à des institutions. À la fin de 2015, elle comptait environ 34 000 employés, 63 000 agents et des milliers de partenaires de distribution au service de 20 millions de clients. À la fin de septembre 2016, son actif géré et administré se chiffrait à 966 milliards de dollars canadiens (736 milliards de dollars américains) et, au cours des 12 mois précédents, elle avait versé à ses clients plus de 24,4 milliards de dollars en prestations, en intérêts et sous d'autres formes. Elle exerce ses activités principalement en Asie, au Canada et aux États-Unis, où elle est présente depuis plus de 100 ans. Son siège social mondial se situe à Toronto, au Canada, et elle est inscrite aux bourses de Toronto, de New York et des Philippines sous le symbole « MFC », ainsi qu'à la Bourse de Hong Kong (SEHK) sous le symbole « 945 ». Manuvie est présente sur Twitter sous le nom @Manuvie_Medias ainsi que sur le Web aux adresses www.manuvie.com et www.johnhancock.com.