

CENTRAL WINNIPEG BIKE LOOP

August 16th, 2023

For immediate release

As Winnipeggers return from cottage country, the central Winnipeg BIZ community is bringing back one of the best recreational activities in the heart of the city: the Central Winnipeg Bike Loop.

The loop was designed to take Winnipeggers and visitors alike along the most comfortable path around the city, facilitating exploration of some of the most special parts of Winnipeg including the French quarter, the historic district, downtown and the restaurant scenes in West End and West Broadway neighbourhoods.

“The Central Winnipeg Bike Loop is a safe and accessible route connecting the best shopping, dining, and sight-seeing destinations our city has to offer. Our goal with this project is to show Winnipeg that active transportation is for everyone. We can make the most of our summer by having fun in our communities and supporting unique local businesses, all while reducing our environmental impact.” says Eric Napier Strong, Executive Director at the West Broadway BIZ.

With updated signage, tweaks to the routes and new amenities along the route such as a monitored bike valet every Saturday afternoon at Maryland and Sargent, the loop is even better than ever. The project started as a collaborative BIZ initiative to help Winnipeggers discover some of the best neighbourhoods in their city during the COVID-19 pandemic summer lockdowns.

The Central Winnipeg Bike Loop is fully signed along the whole loop consisting of directional signs, full maps and QR codes directing cyclists to the various nearby amenities. Wayfinding along the route is further facilitated with alternate route recommendations along the paths. With distinctive green signage, it's easy and intuitive to follow the path. There is no starting point and ending point so cyclists can conveniently jump on the loop from wherever they are in central Winnipeg.

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About West End BIZ

The West End Business Improvement Zone (West End BIZ) was established in 1991 and is geographically the largest BIZ zones of the 15 in Winnipeg. The BIZ is committed to the principles of Community Economic Development and works with its honorary members to benefit the entire community – businesses, residents and visitors.

For more information, please contact:

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