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Eco-Wheels Show 2011 focuses on the ever-growing desire for "practical, green and cool transportation"

TORONTO, May 20 /CNW/ - The **Eco-Wheels Show** is the **only** tradeshow that promotes consumer awareness of practical, eco-friendly transportation through pedal/electric bicycles, eco-efficient automobiles, gas/electric scooters and motorcycles, and other eco-transportation and infrastructure related initiatives. This unique event is also free to the public.

"The Eco-Wheels Show provides a forum for eco-awareness," say organizers Kickstart Event Management. "Our goal is to encourage the adoption of 'green' transportation alternatives as safe and economical modes of transportation in Canadian cities."

Located in the historic Gooderham & Worts Distillery District, the show's theme of "**Look, Touch, Ride**," encourages participants to test drive the latest models from Toyota Canada (presenting sponsor), silver sponsor, Mitsubishi Motor Sales of Canada Inc., and take test rides from BionX, and Vectrix, all in a safe, closed course environment. Yamaha Motor Canada and Amego Electric Vehicles will also be on hand for scooter orientations.

In addition to vehicles, exhibitors will display the latest technologies in green-related initiatives, accessories and high-tech gear. Unique brands include Modrobes who create eco-sportswear from recycled plastic bottles and eucalyptus trees. Visitors can learn about "Tire Life Check" from gold sponsor Ontario Tire Stewardship, find out how to send an older, high-polluting vehicle to "Car Heaven," a program of Summerhill Impact, and view a solar-powered car from the McMaster Solar Car Project.

Eco-Wheels Show 2011 is also the finish line of the "Go Green, Go Dutch, Go Bike" ride on May 29, to raise funds for new bicycles, helmets and locks for deserving Toronto youth. The ride, initiated by the Consulate General of the Kingdom of the Netherlands in Toronto, with sponsor ING Direct, will feature an on-site Dutch market as part of the event.

Saturday and Sunday, May 28-29, 2011 - 10 a.m. to 5 p.m.
The Distillery District, 55 Mill Street, Toronto
Media Sponsor: NOW Magazine
eco-wheelsshow.com

For further information:

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ORGANIZATION PROFILE

ECO-WHEELS SHOW

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