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Press Release  
For immediate distribution

## **BIXI WILL BE FREE ALL DAY SUNDAY, JUNE 25**

**Montreal, June 22, 2017** – All day Sunday, you will be able to ride around on a BIXI for free as part of the Free BIXI Sunday event offered by Manulife. Once again this year, on the last Sunday of each month, all one-way trips of 30 minutes or less will be offered free of charge at the 540 stations across the BIXI network.

After making history with a record number of 39,520 trips in one day on May 28, BIXI would like to invite you to come out and discover the joys of using the bike-sharing system without paying a cent on the Sunday of the Saint-Jean long weekend.





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## **A PICNIC AND SOME SURPRISES FOR BIXISTS**

For the occasion, BIXI will be throwing a big picnic for bixists in Lafontaine Park. It will be the perfect summer atmosphere with music and healthy snacks offered by Rachele-Béry, BIXI's health partner (limited quantities). BIXI Manulife valets will also be there to give you a hand renting a bike. Thanks to our partnership with the STM, two-way passes will be handed out to the first ones who arrive. The list of stations where you will find the valets is available on the [bixi.com](http://bixi.com) interactive map, under the Blog tab.

## **THE "MONTREAL, BIXI & ME" PHOTO CONTEST ENDS ON JUNE 25**

Presented by Manulife, the contest involves posting a photo of one of the 375 special anniversary edition BIXIs on Facebook or Instagram with the hashtag #375BIXI. Participants could win one of 4 grand prizes, each consisting of a 1-year BIXI membership, a \$375 giftcard to Lozeau and their photo published in LaPresse+.

## **TOOLS TO HELP YOU PLAN YOUR FREE BIXI SUNDAYS**

Upcoming Free BIXI Sundays offered by Manulife will take place on the last Sunday of each month: July 30, August 27, September 24 and October 29, 2017. To help you plan your days and take advantage of all of the activities being offered, you can download the official BIXI mobile app, or the Transit app, visit the blog or check the website.

BIXI would like to sincerely thank all of the event partners: Manulife, La Presse+, Radio-Canada Première 95.1, Vélo Québec and our health partner, Rachele-Béry.



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## **FOR MORE INFORMATION**

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## **ABOUT BIXI MONTRÉAL**

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 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 2016, we had approximately 35,000 employees, 70,000 agents, and 3 thousands of distribution partners, serving more than 22 million customers. As of March 31, 2017, we had \$1 trillion (US\$754 billion) in assets under management and administration, and in the previous 12 months we made almost \$26.3 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.