



Fundy Model Forest News Release

All You Want to Know About Planning a Community Event

Cornhill, NB—(Jan. 27, 2010) Want to organize a festival to draw visitors to your community? Not sure where to start?

Joanna Brown and Graham Waugh, the organizing team behind the successful inauguration of a cycling festival in New Brunswick, have made it a bit easier. They have written down everything they learned while planning that event in the *Rural Cycling Toolkit: Lessons Learned from the First Corn Hill Bicycle Festival and Route Guide*.

“Joanna and Graham have provided a blue print that can be used to get any community festival off the ground. Whether it is to promote cycling or celebrate your rural heritage, you need to take many of the same steps to plan and prepare,” said Fundy Model Forest General Manager Nairn Hay.

The toolkit describes how they managed the project, advertised, organized volunteers, scheduled the festival, created the route guide, handled liability - even how they prepared and presented the lunch. It is packed with useful tips, planning techniques, and samples of press releases, waivers, and other communications.

Nairn said this event shows that with good promotion and solid organization people from the city will venture to small rural communities to take part in festivals or other activities. “Whenever you start to plan a major event, you have so many things to consider. It can be daunting. That’s where this guide will help—it addresses so many of the issues such as how to handle liability and how to recruit support within the community.”

The July 24, 2010 event, a mix of bicycle maintenance and other workshops and group rides for all ages and abilities, attracted about 100 registrants and volunteers. But Waugh and Brown had a bigger goal—they wanted to get the young and not so young back on their bicycles for more than just one day. To make sure the event had lasting impact they developed a two-page guide, *Cycling Routes of the Corn Hill Area*. The guide includes routes distances, key geographical features, road names, gravel vs paved and points of interest.

“ We’re trying to lay it all out there for others who want to promote cycling through community events,” they state on the festival’s website. “It is our hope that by sharing this information cycling festivals and maps will spring up across the land. And that we’ll have more people riding their bike for fun, exercise, and transportation.”

The toolkit and route guide can be downloaded from the Corn Hill Bicycle Festival website or from the Fundy Model Forest website at:

Fundy Model Forest helped fund the Bicycle Festival and provided office space to the organizers for several weeks leading up to the event.