



FOR IMMEDIATE RELEASE

*Le Tour De L'Alberta 100 km route rolls into
Prairie Gardens to eat local on July 24th!*

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Bon Accord, AB—July 18, 2011 Prairie Gardens & Adventure Farm is delighted to host over 600 bicyclists for the Tour de l' Alberta bicycle tour on Sunday, July 24th . The 100 km route offers a rest stop at Prairie Gardens, where riders will have a unique opportunity taste locally grown strawberries and shortcake!

This year, the 17th annual Tour de l' Alberta bike riders will experience local agri-tourism farm hospitality as they celebrate the Tour de France and Alberta's strong French heritage on the 100 km route. Travelling north from Morinville, around Legal, then south on Lily Lake Road, riders will pause at Prairie Gardens & Adventure Farm, which is historically located along the Athabasca Landing Trail, a regional route that Francophone pioneers travelled in the late 1800's.

“We're expecting a record-breaking 1200 riders on the 20km, 50km, 100km and 185 km routes in the region, says tour organizer, Dan Boonstra, “Originally for members only, the ride is now open to everyone and the tour has grown rapidly each year. The emphasis on the Tour this year is to celebrate Morinville's centennial, and to grow awareness of local cycling routes and farms.”

The 600 cyclists will join the million visitors to Prairie Gardens and Adventure Farms, where they will get a glimpse of a working market garden, u-pick strawberry patch, and adventure farm with a corn maze and wagon rides. They are expected to arrive between 10:30 am and 1:00 pm.

“It's an excellent opportunity to sample the local food we grow in the gardens” explains Tam Andersen, local farmer and owner of Prairie Gardens. “And it's great news economically for our region. There are cyclists registered from as far away as Colorado. Not only will they see the stunning farmland views of blooming canola fields; they will bring much needed tourism dollars into the region. When tourists spend money with local farmers, the economic multiplier, or “spin-off”, is as high as five times the original spend. New tourism dollars spent on everything from refreshments to pottery will “cross seven hands” to support the local economy before it disappears from the region.”

Cyclists and strawberry fans will be able to sample refreshments grown at the farm including fresh picked strawberries, home-baked shortcake, baby potatoes, fresh from the fields, or even try a zucchini burger hot off the grill!

Prairie Gardens and Adventure Farm is located 15 km northeast of Morinville on HWY 28 in Sturgeon County; 1 km east of Bon Accord, and 2 km north on Lily Lake Road. Farm hours are 9 am – 6 pm each day. The Great Prairie Corn Maze opens July 30.

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