

Wascana Freewheelers Bicycle Touring Club
Marketing Coordinator Report 2011
Submitted by Arleene Arnold

Chili Night fliers with business cards attached: 44 distributed
Posters with a pocket for business cards: 34 distributed
Pamphlets: FAE, Western Cycle, Track and Trail, Dutch Cycle and replenished 3 times throughout the year.

Advertising for Chili Night: CBC Community Radio Announcements, Leader Post City Beat, Sunday Sun Community Events, Access 7 Community Bulletin and CTV Community Announcements.

Talk of the Town TV show, Access 7: 2 members attended

University of Regina Bike Awareness Day with PowerPoint, business cards, pamphlets and general info re the club: 5 members volunteered their time.

Promotional material available for use in 2012

Posters from 2010 – 15

Posters from 2011 – 16

Business cards – 500

Pamphlets – 350