



Présenté par



Montréal 

Press Release
For immediate distribution

**BIXI IS READY FOR BACK TO SCHOOL!
STUDENT RALLY ON THE NEXT FREE BIXI SUNDAY
OFFERED BY MANULIFE ON AUGUST 28**



Montreal, August 24, 2016 - The next Free BIXI Sunday, offered by Manulife, coincides with back to school. In order to promote the service to a maximum number of students, the first Student BIXI Rally will take place on August 28 from 11 a.m. to 4 p.m. Students who have a valid student card or their course schedule will be eligible to win prizes, including one of 100 BIXI half-season memberships, offered courtesy of Manulife. For more information on the Rally, please visit the BIXI Facebook page.

Just like previous editions of Free BIXI Sunday offered by Manulife, there will be BIXI Manulife valets on site at 20 BIXI stations from 11 a.m. to 4 p.m. to help users with their bike rentals. Healthy snacks, offered courtesy of Rachele-Béry, will be handed out at these stations, as well as some other surprise giveaways!

TWO REMAINING FREE BIXI SUNDAYS OFFERED BY MANULIFE UNTIL THE END OF THE SEASON

Free BIXI Sundays offered by Manulife take place on the last Sunday of each month and all one-way passes for trips of 30 minutes or less are free of charge for everyone at the 460 BIXI pay stations. Upcoming Free BIXI Sundays will take place on September 25 and October 30, 2016. BIXI would like to sincerely thank all of the event partners: Manulife, Rachele-Béry, Café Liégeois, *La Presse*, ICI Radio-Canada Première and *Gravel le matin* morning show, Astral Affichage and Vélo Québec.

HALF-SEASON MEMBERSHIPS NOW AVAILABLE

Half-season memberships are now available for \$55, tax included. They are valid until the end of the season on November 15 and include an unlimited number of trips of 45 minutes or less, 24 hours a day, 7 days a week.



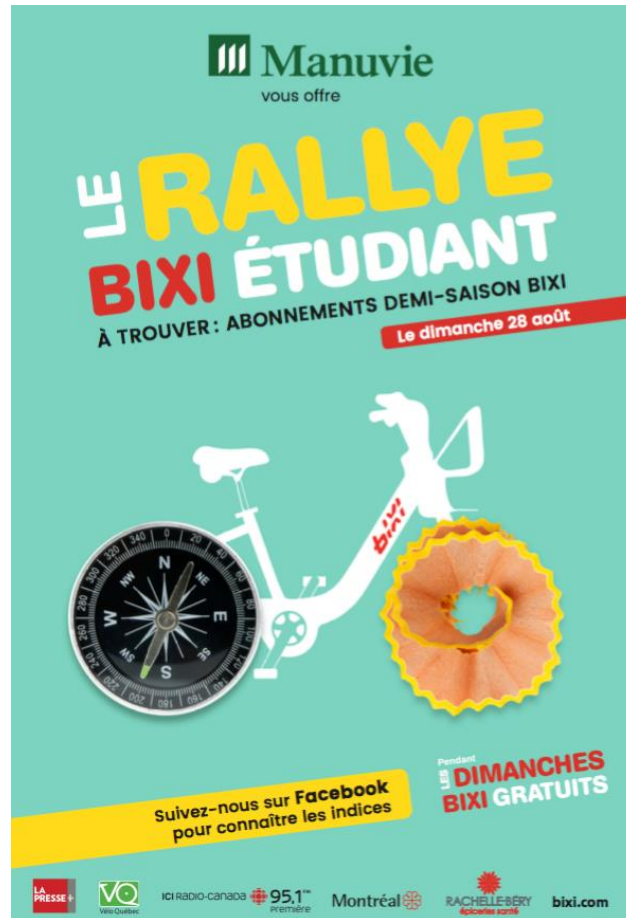
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* Visit BIXI.com for rental rates and conditions. Additional fees apply for any trips exceeding 30 minutes and a deposit of \$20 will temporarily be held on the credit card used to rent the bike for each trip taken on Free BIXI Sundays.

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For more information

Pierre Parent, Marketing, Communications and Partnership Director
BIXI-Montreal
514 397-8935 ext. 616, pparent@biximontreal.com

ABOUT BIXI

BIXI-Montreal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.



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The Montréal logo is a red stylized flower or sunburst symbol.

ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of March 2016, we had \$904 billion (US\$697 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.9 billion in benefits, interest and other 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. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.