



# *The Bicyc'letter*

## *The news letter of the Tour of the Americas*

N° 5, February 2005

<http://velopax.free.fr>

### 2005 Head First!

Many companies and organisations were taking a break during the Christmas holidays. Marie and I also took advantage of this truce to enjoy a last Christmas with our families for the years to come. I therefore take this occasion to wish all of you a wonderful year 2005. May it be the opportunity for you to fulfil your craziest dreams. And foremost, may the love of your dear ones and health accompany you on your journey.

*-Christian Blanchard*

### Conference in Granby

Wednesday, March 2<sup>nd</sup> 13h30, the public library of Granby invites you to a slide-how with Christian Blanchard. The program: Discoveries through bike travelling, the Amishs and Spain!

### The Outdoor Festival

The *Université du Québec à Chicoutimi* was holding its annual outdoor fest from January 24 to 28. The tour of the Americas was there. Other than a public presentation and the presence of our stand, it was the opportunity to sign a publication agreement with *Le Griffonnier* the student's newspaper. The journey in Chicoutimi also allowed us to get donations from local businesses. Finally, we met the outdoor clothing specialist *Chlorophyle*. M. Gilles Couet who founded the company received us in his office and has offered 50% discount to our team on all his production. Two good weeks for us.

### Environment & consumption

Consuming has an effect on the environment and on social justice. To consume is also to make choices! But obviously, these choices, the companies are trying to dictate them to us by publicity and the law of the lower price. We are easily convinced that we have a new need, a need that didn't existed last week. And most of the time, if it's not throwable, it's not very long lasting. We have to question ourselves about what we consume and how we do it. **We have the power** to avoid the destruction of ecosystems and the exploitation of workers when we make enlightened choices. The fairest or most ecological choice is not always the most expansive. So let's make our choices with a broader view than the price only.

**Équiterre**, is an organisation that is dedicated to the power of the consumer in relation with fair trade and social justice. They give you plenty of information about what you do when you buy. The message of the tour of the Americas is based on developing our conscience of the environment and that is a lot in relation to consumption. By doing one move at a time we can do great things.

Website of Équiterre : [www.equiterre.org](http://www.equiterre.org)

### Partnership

#### Communauto, pioneer of car-sharing and partner of the Tour

*Communauto* becomes the second major partner of the Tour. Over the next three years, Communauto will give \$3 000 in services and donations, becoming an important financial partner, but a philosophical one too. If Velopax and the Tour are promoting the use of the bicycle, it is also true that they are encouraging people to reduce their impact on the environment by a cocktail of other transportation options. Car sharing has its place as well as public transportation as they are not in competition. Car sharing as we name it here is the possibility of having a car without having a car. It's a way to use the car in a responsible way, when you really need it only. With Communauto you can make reservation for a car that is located a few blocks from your place without having all the maintenance worries. For example you pay \$75 for Montreal-Quebec city round trip (500km). It is said that the same location with a classic company is worth \$100.

Website : [www.communauto.com](http://www.communauto.com)