



Cam McRae riding in the Yukon. Photo by Dan Barham.

# **INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION (CANADA)**

## ***Media Fact Sheet***







## Who we are

The International Mountain Bicycling Association (Canada) is a non-profit trail advocacy organization whose mission is to create, enhance, and preserve great trail experiences for mountain bikers throughout Canada.

Located in Kitchener, ON, the IMBA Canada office is directed by Subaru/IMBA Trail Care Crew veteran, Lora Woolner, and staffed by trail advocates across the country.

Established in 2005, IMBA's Canadian office seeks to develop the following for mountain biking in Canada:

- convenient access to appealing trails;
- trail building expertise;
- a positive image;
- and political influence.

Around the world, IMBA has been leading the mountain bike movement since 1988.

IMBA brings out the best in mountain biking by encouraging low impact riding, volunteer trailwork participation, cooperation among different trail user groups, and innovative trail management solutions.

## IMBA by the numbers

IMBA's worldwide network includes 35,000 individual members, 750 clubs, 600 retailer shops, and 160 corporate

members. IMBA members live in all Canadian provinces and territories and in 30 other countries.

## Membership

Our work is fueled by the generosity of individual members, clubs and retailers, corporate supporters and national partners.

To find out more about the benefits of membership, go to [www.imbacanada.com/membership](http://www.imbacanada.com/membership).

## Programs

### IMBA CANADA TRAIL CARE CREW

The IMBA Canada Trail Care Crew travels across the country year round, educating trail users and land managers on sustainable trail design, construction and maintenance.

Nearly each weekend the Crew conducts a visit that includes classroom training, a trail assessment, and hands on trail construction and maintenance work. Visits are free to IMBA Canada clubs, Parks Canada sites, and Trans Canada Trail affiliate organizations.

### TRAIL SOLUTIONS CONSULTING

Trail Solutions is IMBA Canada's professional trail consulting program, offering flexible, fee-based trail services that range from trail planning, design, and construction to education and problem solving.

### TAKE A KID MOUNTAIN BIKING DAY

Help us get kids active and healthy by taking part in Take a Kid Mountain Biking Day. Whether by planning an event, donating services or products, or just taking your kids out for a ride, we can all make this world a better place by getting kits outdoors and hitting the trails.

### ONTARIO TOOL TRAILER

The IMBA Canada Mobile Tool Trailer project equips clubs across Ontario with the tools they need to build sustainable and enjoyable trails – from pulaskis and mcleods, to cutting-edge trail education.

### REGIONAL LEADERSHIP ADVISORY COUNCILS

IMBA Canada Regional Leadership Advisory Councils coordinate our efforts and expand our reach by bridging the gap between local IMBA Canada affiliated clubs and IMBA Canada national office.

## Media Contacts

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