



**FOR IMMEDIATE RELEASE**

Attention: Assignment & Photo Editors/Life Editors/Cycling Editors/Community Listings

## **EyeRide Aims to Raise \$100K to Empower the GTA's Vision Loss Community**

*The annual cycling event returns June 21 to fund recreation and mental health programs for people who are blind or partially-sighted.*



**Toronto, June 16, 2025** – On **Saturday, June 21**, dozens of athletes and avid cyclists will be gearing up and riding together from Vaughan to Alliston and Collingwood, ON for [EyeRide 2025](#). The second-annual cycling event raises vital funds for two small-but-mighty organizations: TRAILBLAZERS Tandem Cycling Club and BALANCE for Blind Adults, with a **goal of raising \$100,000** for recreation and mental health programs benefitting the vision loss community in Ontario.

[EyeRide was founded in 2024](#) with a mission to provide an uplifting experience to adventurous souls who share a common vision: making a difference in the lives of those who are blind or partially-sighted. With ride distance options ranging from 33km to 130km, EyeRide empowers individuals with vision loss, helping them to build connections and relationships forged by training and cycling together or alongside sighted participants. Whether cycling tandem – a bike made for two riders – or solo, participants ride with passion and purpose.

“The inaugural EyeRide raised \$57,000 for programs that help promote mental and physical well-being for individuals with vision loss, while breaking down barriers by forging connections between the vision loss community and sighted individuals,” said Laura Feltz, Co-Chair, EyeRide 2025. “EyeRide creates a stigma-free world where members of the blind and partially-sighted community thrive as active participants in Canadian society and achieve their full potential.”

Participants can [register for EyeRide via RaceRoster](#), with a flat fee of \$53.67 for the Toronto to Alliston or Toronto to Collingwood rides. Riders will receive an official EyeRide jersey, snacks



throughout the route, a catered lunch and much more. There is also a virtual option for those who wish to complete their own activity throughout the month of June.

**Cycle, Connect, Change Lives:** Together, we can make a difference for people living with vision loss.

**Date and Time:** Saturday, June 21, 2025, 8:00 a.m. (cyclists are asked to arrive at 7:15 a.m.)

**Start Line:** Hwy. 407 TTC Station Parking Lot, 7332 Jane St., Vaughan.

**Finish Lines:** PPG Park, 31 Tupper St. W., Alliston, or Collingwood Brewery, 10 Sandford Fleming Dr., Collingwood.

**Choice of distances:** 65km or 130km

**Register, or sign-up to volunteer at [eyeride.ca](https://eyeride.ca)!**

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#### **About the organizations EyeRide supports:**

**TRAILBLAZERS Tandem Cycling Club** is a community-based recreational cycling club with a twist: it offers the opportunity for individuals with vision loss to cycle with sighted volunteers on tandem (two-person) bicycles that are provided by the organization. Funds raised via EyeRide 2025 will help rejuvenate its fleet of older tandem bicycles so they can continue to support the mental and physical health of our community.

**BALANCE for Blind Adults** offers programs and services to support the whole person. Regardless of where an individual is in their sight loss journey, to wherever they may be going, BALANCE provides services and programs needed to get there. The organization offers Orientation & Mobility, Community Engagement, adaptive daily living skills, group programming, technology training – including their Assistive Technology Apprenticeship Program and mental health supports. EyeRide 2025 will directly support mental health and well-being programs for their most vulnerable clients, led by counsellors with lived experience of blindness.

#### **For All Inquiries, Contact:**

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