

Acton should build on RONA MS Ride

The arrival in Acton of 600 cyclists and their families and sup-

port crews will provide Acton businesses with a "captive audience" that

it should capitalize on. That's the advice from Acton Councillor Mike

O'Leary, Council's rep on the BIA (Business Improvement Area) and a former businessman.

"If I had a store downtown, I'd be putting big signs in my window that said, 'Welcome MS bike riders,'" O'Leary said last Thursday after MS officials hosted a breakfast to introduce the MS RONA Ride, that this year, will start and finish in Prospect Park. While the BIA and several riders were at the meeting, no Acton business owners or managers attended the event.

O'Leary said the same targeted campaign of sales and specials, welcome signs, posters and smiling faces should happen in Acton East prior to the August 14 and 15 weekend of the Ride, which was centered in Brampton in past years.

"As far as the individ-

ual stores – if they just want to sit there and say 'I'm not going to get anything out of this,' then they probably won't, but the guys who go after it and promote it, probably will," O'Leary said.

MS officials thanked O'Leary and the Acton Agricultural Society for allowing them free use of the Dufferin Rural Heritage Centre in the park for a Ride headquarters. He said with major national companies supporting the MS Society event, the Acton Agricultural Society is in "good company."

Each cyclist will get a free pass to the Acton Fall Fair – a marketing tool officials hope will bring people back to Acton.

Erin Clifford, with the MS Society, said Acton has a golden opportunity

to engage the 600 riders and their families from all over Ontario who will be in Acton that weekend.

"The family and friends are going to come with them, and once the cyclists are out on the Ride, those people will be a captive audience, and it's a great way for merchants and the community to get involved, if they want to attract the people connected with the Ride," Clifford said, adding they are "very excited" to be coming to Acton.

The MS Society will have a market place in Prospect Park and invites people to set up booths, along with the sponsor tents. The event ends with a free barbecue.

A number of Acton riders, including Christian Reformed Church Pastor Ray Vander Kooij, are in training for the Ride.



MS RIDE: MS Society spokesman Mike Augustine (left) encouraged cyclists, like Acton Pastor Ray Vander Kooij who will take part in the RONA MS RIDE that will start and finish in Acton's Prospect Park in mid-August. The MS Society unveiled the plans at a breakfast meeting last Wednesday morning – Frances Niblock photo

Summer reading fun

Keep kids reading when school finishes by signing them up for Halton Hills Public Library's TD Summer Reading Club. Designed to help kids develop and improve their reading skills throughout the summer months, our program provides activities and fun-filled incentives to motivate kids to read. Studies have shown that school-age children lose many of their reading skills over the summer months if they do not continue to read while they are out of school. Your public library can help. This year's theme

is Destination Jungle, and registration begins June 29 at both the Georgetown and Acton branch. Both readers and non-readers can join. Kids will receive a free poster and booklet (printed in both English and French) and a calendar to keep track of their reading.

They'll earn prizes and stickers for reading at home. They could even win a \$25 bank prize from your local TD Bank. For more information, please call 905-873-2681 x 2520 or 519-853-0301 or visit www.hhpl.on.ca.

Police/Fire Report

Nassagaweya fatal

The Halton Police Collision Reconstruction Unit continues to investigate a fatal, single vehicle roll-over in the Puslinch Town Line – 25 Side Road area just after 10 a.m. on Monday that killed an unidentified 17-year-old Puslinch man.

Police said the driver of a Volkswagen Golf was southbound on the Nassagaweya/Puslinch Townline when his car crossed the road, went into the ditch, hit a hydro pole and rolled over. He died at the scene. Police said speed may have been a contributing factor in the crash.

Any one with information about the crash is asked to call 905-878-5511, extension 2210, or Crime Stoppers at 1-800-222-8477.

Burning tree on wires

Once Hydro crews removed a burning Birch tree from hydro wires on Highway 25, between 15 and 17 Side Roads just after 11 last Wednesday night. It was quickly extinguished by Acton firefighters who then helped police secure the scene until necessary repairs were made.

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