



FOR IMMEDIATE RELEASE  
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## WILD ROCK LAUNCHES IT'S TRAVEL COMPANY WILD ROCK TRAVEL

Now a TICO licensed travel agency and wholesaler

Peterborough, ON, April 11, 2016– Wild Rock is excited to announce it is a TICO licensed travel retailer and wholesaler. Wild Rock is now fully licensed to begin selling and expanding its popular European and local cycling trips. Wild Rock has been involved in leading cycling trips to Spain, France, Italy and California for more than a decade. We are now expanding not only the number of trips and destinations abroad but also adding local cycling trips to appeal to cyclists from the GTA and abroad. We look forward to showing the rest of the world how fine the cycling is in Peterborough's own back yard.

*Being a TICO licensed travel retailer and wholesaler allows Wild Rock to expand its trips that appeal to the mature traveler who wants to immerse themselves in the landscape and earn a well-deserved gourmet meal and glass of wine after a day cycling.*

*The Travel Industry Council of Ontario (TICO) is a self-managed, not-for-profit corporation, responsible for administration and enforcement of the Ontario Travel Industry Act, 2002 and Ontario Regulation 26/05 on behalf of the Ontario government.*

Let's travel together! Baguette and high passes in the French Alps, walled villages and pizza in Tuscany, or quiet lanes and paella in Spain; these are just a few of the things we love to share. We choose our varied cycling destinations based on our own personal love of adventure and cycling culture. In each destination we select routes and accommodations that create a fantastic cycling experience for our guests.

Traveling with Wild Rock is a uniquely personal experience. From planning logistics, to joining you on the road, Scott, Kieran and the staff at Wild Rock will be with you every turn. We bring our passion, experience, and care to every trip we do.

If you would like more information about this topic, please contact Scott Murison at Wild Rock Outfitters Inc. or email at [scott@wildrock.net](mailto:scott@wildrock.net).