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Press Release
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FREE BIXI SUNDAYS ARE BACK IT'S THE PERFECT OPPORTUNITY TO VISIT ONE OF MONTREAL'S MUSEUMS FOR FREE!

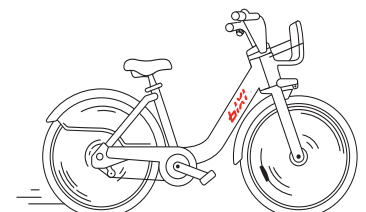
Montreal, May 23, 2018 – Free BIXI Sundays offered by Manulife are back for a third year in a row! This Sunday, May 27, not only will users be able to ride around Montreal on a BIXI for free, they will also be able to visit one of over a hundred exhibitions on display at the 31 museums offering free admission. To see the full event program, please visit <http://museesmtl.org/en>.

Debuting in 2016, Free BIXI Sundays aim to encourage Montrealers to use the bike-sharing service for their daily commutes. In addition to offering the service for free all day, BIXI will have information officers at the busiest 40 BIXI stations out of the 540 existing stations in the network. Their role is to inform and help the public familiarize themselves with the service.

From 2015 to 2017, the number of BIXI trips increased by an average of just over 34.3% during the week and 46.1% over the weekend, not including the trips taken on Free BIXI Sundays. With family or friends, Free BIXI Sundays are the perfect occasion to rediscover our beautiful city. Offered on the last Sunday of each month, this must-try event in Montreal will continue throughout the year on June 24, July 29, August 26, September 30 and October 28.



«For the third year in a row, Manulife is proud to present Free BIXI Sundays, already popular with Montrealers with record breaking numbers last year. On this first Sunday of the season, we invite you to combine physical activity and cultural outing. Our BIXI partnership aligns perfectly with Manulife's commitment to help Quebecers live healthier, happier lives and to become an active member of the communities in which we operate.» declared Richard Payette, President and CEO, Manulife Quebec.





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TOOLS TO HELP YOU PLAN YOUR FREE BIXI SUNDAYS

To help users plan their trips and take advantage of all of the activities being offered, they can download the official BIXI mobile app or the Transit app. With these apps, users can also rent a bike directly from their smartphone.

BIXI would like to sincerely thank all of the event partners: our presenting partner Manulife, our health partner Rachele-Béry, LaPresse+ and the Montréal Museums Society.

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FOR MORE INFORMATION

BIXI MONTRÉAL

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ABOUT BIXI MONTRÉAL

BIXI MONTRÉAL is a non-profit organization created by the City of Montreal to manage the bike-sharing system in Montreal. As of 2018, the network has 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S PRESENTING PARTNER

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate primarily as John Hancock in the United States and Manulife elsewhere. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. At the end of 2017, we had approximately 34,000 employees, 73,000 agents, and thousands of distribution partners, serving more than 26 million customers. As of December 31, 2017, we had over \$1.04 trillion (US\$829.4 billion) in assets under management and administration, and in the previous 12 months we made \$26.7 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

