



Tuesday, May 19, 2026

## Introducing Cycling Alberta

Today, we are excited to share an important milestone in the evolution of our organization.

The Alberta Bicycle Association is officially becoming **Cycling Alberta**.

This new name and brand reflect not only who we are today, but where we are headed as a cycling community across the province. Cycling in Alberta continues to grow and evolve, and we wanted an identity that better represents the energy, diversity, and momentum of our sport.

Our new branding was designed with purpose and meaning behind every element. The disappearing road symbolizes forward movement and direction, while the flowing curves reflect the dynamism and energy of cycling itself. The mountain-inspired shapes and upward movement within the design represent aspiration, achievement, and the landscapes that make Alberta such a remarkable place to ride.

You'll also notice the three mountain peaks, symbolizing the podium and our commitment to athlete development and competition, while the road leading toward those peaks reflects the journey from grassroots participation to high performance sport.

While our name and look are changing, our mission remains the same: supporting and growing cycling throughout Alberta in all disciplines, at all levels, and in communities across the province.

Over the coming months, you will begin to see the Cycling Alberta brand appear across our events, communications, programming, and digital platforms. We are incredibly excited about this next chapter and grateful to everyone who continues to help move cycling forward in Alberta.

Thank you for being part of the journey.

**Cycling Alberta**  
cyclingalberta.com  
11759 Groat Road  
Edmonton AB T5M 3K6  
1-877-646-2453



# CYCLING ALBERTA

**Cycling Alberta**  
cyclingalberta.com  
11759 Groat Road  
Edmonton AB T5M 3K6  
1-877-646-2453

