

Gervais Rioux



About Gervais

Gervais has long been an avid cyclist, one of the best of his generation in North America. He represented Canada in the Commonwealth Games in 1982 and in the Seoul Olympics in 1988. His cycling has always reflected his need for an equilibrium between mind and body.

When he retired from professional sports in 1989, he opened Cycles Gervais Rioux, a bike shop on St-Laurent street in Montreal. The shop fast became a veritable institution in the world

of Canadian cycling, thanks notably to the Argon 18 cycles, an exciting brand that Gervais brought exclusively to his clients. Since then, he helped make Argon 18 an internationally recognized brand of innovative cycles, now distributed in more than 35 countries.

For the past several years now, Gervais and Argon 18 have supported athletes and initiatives with the goal of fundraising for cancer research. Amongst these is Team Race Against Cancer Everywhere (R.A.C.E), which fundraises for research while upholding sport. Gervais wanted to help his friend Steve Bauer, a former maillot-jaune in the Tour de France, who established the elite Team RACE. The professional athletes of Team RACE use Argon 18 cycles in their battle against this deadly disease as well to achieve excellent sporting results.

The fact that organizations involved in the fight against cancer are close to Gervais's heart is no accident. It has now been five years since Gervais lost his father to this disease, a disease he fought long and hard. Today, Gervais thinks of his brother and his sisters, as well as of his children, Stephen (6 years old) and Simon (5 years old). He hopes to do his part against the disease by participating in this *Ride* for cancer care at the MUHC. What's more, it will be the perfect opportunity to cycle in good company...



Gervais en course qui reçoit les encouragements de son père à l'arrière plan.

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