

Weekends  
from January 22<sup>nd</sup>  
to February 6<sup>th</sup> 2011

**PRESS RELEASE**  
For immediate publication

The weekends of January 22 through February 6, 2011

**CELEBRATE WINTER AT LA FÊTE DES NEIGES DE MONTRÉAL!**

**Montréal, Tuesday, January 11, 2011** – Parc Jean-Drapeau will be playing host to the 28<sup>th</sup> annual Fête des Neiges de Montréal, on the weekends of January 22 through February 6, as kids and grown-ups alike will be able to enjoy an array of activities and shows under the evocative theme... *La fête des Neiges de Montréal... much more than snow!*

This winter gathering, where access to the site is free, has over the years become a must-attend Montréal winter event. "Every year, *La fête des Neiges de Montréal* provides the public with a place to celebrate winter, a site that is safe, easily accessible by subway, hospitable and endowed with all of the services that help make it a great family outing. I invite everyone to come to Parc Jean-Drapeau and enjoy the festivities, and at the same time discover the beauty of this site that provides some incredible views of downtown Montréal," stated Alan DeSousa, Vice-chair of the executive committee, responsible for parc Jean-Drapeau, at a press conference held today.

Returning as the event spokesperson for the third straight year, comedian Yan England summarized the event in these terms. "The first thing that strikes the *fête des Neiges de Montréal* visitor is what a great site it is, and this year will be no exception with 22 areas of activities adorned by snow sculptures and enlivened by a host of terrific characters. The wealth of fun-filled activities is sure to please winter enthusiasts, as will the presence of the popular Boule de Neige, the friendly polar bear, well-known to regular visitors to *La fête des Neiges*."

New features awaiting visitors to this year's event include the improved *Superglisse*, whose starting point is 15 metres high, and two extreme sliding lanes that have different routes. Also, one lane of the popular tube sliding area will have a 15-metre long tunnel that passes under the Superglisse. Meanwhile, visitors will be able to go on one of the four downhill zip lines that are close to 80 metres long.

Naturally, the festivities include the return of such traditional activities as the skating path along the banks of the river, the ice-hockey rink, the Bourgade nordique and the Mini-glisse for tiny tots. Visitors will also be able to stroll along *l'Allée carnavalesque*, a carnival alley where many games of skill are set up, along with luges and an icy mini-golf course.



Parc Jean-Drapeau

Montréal

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Complementing these winter activities, will be shows for all on the big *La fête des Neiges* stage. On Saturdays, les samedis *Yooopa* is presenting tiny Théo, a lively, entertaining and comical character that will share its adventures with festival visitors. The three Sundays of the Fête will feature three different shows, including one by *Arthur l'Aventurier* who will conquer the North Pole (January 23), western inspired show by the music group *Les Petites Tounes* (January 30) and music from the '70s and '80s with the *Boogie Wonder Band* (February 7). Combined with this are performances by the group *Les Flowkonz* and by barrel jumper Sylvain Leclerc.

Presented by the Société du parc Jean-Drapeau, *La fête des Neiges de Montréal* is pleased to be able to count on the participation of the Société de transport de Montréal and several media partners. The Société would also like to thank Coca-Cola for its annual support, notably by the collaboration of its Minute Maid division at *La fête des Neiges*. All of the details about the *Fête des Neiges* program schedule can be found on the [www.parcjeandrapeau.com](http://www.parcjeandrapeau.com) website.