



## **More than 100,000 Visitors at the Fête des neiges de Montréal** **Attendance is up for the 2016 Edition**

**Montréal, February 9, 2016** – Organizers of the 33<sup>rd</sup> edition of the Fête des neiges de Montréal have issued a positive report on this year's event, which was held from January 16 to February 7 at Parc Jean-Drapeau, as even the winter thaw a few days before the final weekend of activities did not dampen the enthusiasm. Festival goers turned out in large numbers to enjoy a host of outdoor activities that included many free shows and entertainment for the entire family.

Again this year, Parc Jean-Drapeau designed a highly colourful event with a variety of programs that allowed people of all ages to indulge in the joys of winter. More than 101,918 visitors attended this year's Fête, an increase of 11% over the 2015 edition, which attracted 91,245 participants. The increase in attendance is attributed to the favourable weather conditions, as well as the diversified activities on the program, all of which were a big hit with the public.

In 2016, the Fête des neiges de Montréal welcomed two new sponsors in Tim Hortons, which presented the event, in collaboration with Groupe Nissan Gabriel. The presence of these partners enabled the organizing of new activities on the site. Another new feature this year was the installation of the world's highest mobile Zip-line, a tower that was 15 metres high and provided a 200-metre downhill glide.

The most popular activities at the 2016 Fête des neiges were the Tube Slide, the Zip-line and the human bubble ball Bing Bang Bulles, which was a huge success again this year. The public also thoroughly enjoyed all the shows put on by the comedians and hosts of Télé Québec's TV programs for young people, and they were delighted by the performances of artists such as Alain François, Tremblay and Simon Morin, who drew crowds even when the weather turned a bit nippier.

For the second straight year, the Fête des neiges turned its Tube Slide into a Disco-tube on Saturday evenings, with a DJ and light shows making it a memorable time for event participants. And visitors were also pleased by the presence of the street-food trucks that excelled in offering a variety of food fare that appealed to every appetite.

The Fête des neiges de Montréal is produced by the Société du parc Jean-Drapeau with the collaboration of the City of Montréal and the following partners: Tim Hortons, Groupe Nissan Gabriel, Fondation Lucie et André Chagnon, Lafleur, La Guerre des tuques 3D, Minute Maid, Molson Canadian and Breyers.

For further information about the Fête des neiges de Montréal, please go to [parcjeandrapeau.com](http://parcjeandrapeau.com).

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To download visuals of the Fête des neiges de Montréal: <https://goo.gl/rL3PJl>

Photo credits: Gilles Proulx – Société du parc Jean-Drapeau

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