



## Fête des neiges de Montréal Opens this Weekend at Parc Jean-Drapeau!

**Montréal, January 13, 2017** – The Fête des neiges de Montréal, presented by Tim Hortons, begins this weekend at Parc Jean-Drapeau, with many new activities on the schedule. People of all ages are invited to come and discover this highly popular event, which is part of the official program of Montréal’s 375<sup>th</sup> Anniversary celebrations, and which offers more than 20 outdoor activities, including shows and entertainment for the entire family, every weekend from January 14 to February 5, 2017. Admission to the site, shows and most of the activities is free, and getting there is easy by taking the subway (Jean-Drapeau station).

“The Fête des neiges de Montréal has reinvented itself this year and is providing a program filled with new activities, which will be a real eye-opener for anyone who enjoys the pleasures of winter,” said Danièle Henkel, Board Chair of the Société du parc Jean-Drapeau. “I invite you to come and play outdoors and discover or rediscover the many charms of Parc Jean-Drapeau under a blanket of snow.”

“Tim Hortons is proud to present the Fête des neiges de Montréal for a second consecutive year,” remarked James Grégoire, General Manager, Canada East Operations for Tim Hortons. “The Fête des neiges embraces the philosophy of Tim Hortons by inviting the population to participate as a family in outdoor activities and have fun and be active while they are doing so.”

Alain Gignac, General Manager of the Society for Montréal’s 375<sup>th</sup> Anniversary Celebrations, stated: “The Fête des neiges calls on everyone who loves Montréal to celebrate our northern climate through the many new activities for this edition of the event, which ties into the official program of the city’s 375<sup>th</sup> anniversary. To the families who are going to enjoy the slides or who will delight in discovering the joys of dog sledding or skating, as well as to the adventuresome people traveling on the Zip-line, this great celebration of winter extends an invitation to indulge in the pleasures of the season. The Fête des neiges allows you to have fun outdoors while taking in the outstanding view of downtown Montréal provided by Parc Jean-Drapeau.”

« We have the chance to live in a city where the seasons are well defined, and the Fête des neiges is a great way to reconnect with the pleasures of the cold season. This year, the Fête is one of the highlights of les Hivernales that invites us to celebrate the nordicity of our metropolis during the celebration of the 375<sup>th</sup>. This event will give us the opportunity to showcase Montrealers’ festive spirit through several sporting activities, while inviting them to take a big bowl of fresh air”, declared Mr. Réal Ménard, Member of Montreal executive committee, in charge of sustainable development, the environment, large parks and green spaces.

### **On Ice or Snow, Sliding is the “in” Thing at this Year’s Fête des neiges de Montréal!**

A variety of slides, including the brand new animated Ice Boat and the traditional tube slides, await enthusiasts of all ages for a thrilling trip down the hill. Among the new features for families this year, there is the Snow Robin Hood, a friendly archery activity that resembles the game of dodge ball, and the Paw Patrol Academy, an obstacle course where youngsters can crawl, slide and jump in Ryder’s world. Festival-goers are also invited to discover the Simulateur Génial! at the Biosphere, an immersive, interactive installation in which you can see some spectacular natural phenomena.

Thrill-seekers will be in for a treat on the Zip-line, with its 375-foot descent, while the more reflective will enjoy the great view from the top of the Ferris wheel. And there’s lots more Fête des neiges de Montréal activities, including the giant foosball game, boot hockey and dog-sled rides, along with the refrigerated skaters’ path, laid out at the foot of the lighted Biosphere, providing an even more magical experience.

For tiny tots, the Fête gets off to a rousing start on the first weekend with the arrival of the Paw Patrol mascots Chase and Marcus for photo and hug sessions, and it continues with a wide range of daily activities such as Snow Scooters, the Atelier des petits doigts workshop, Polar Circus, mini-igloos, inflatable play structures and the Penguins’ Village.

An array of shows and entertainment will be staged throughout the four weekends of the Fête des neiges, including performances by Yann Perreau (January 14), Brimbelle (January 15), Alter Ego (January 21), Télé-Québec days with performances by Salmigondis et Génial! (January 22), Rémi Chassé (January 28), Selfie Dingue from the Cochon Dingue show followed by Nicolas Pellerin et les Grands Hurlleurs (February 4), and Kevin Bazinet and the CKOI Snow Bath (February 5). Not to mention the outstanding performances by the professional ice sculptors Nicolas and Laurent Godon.

Saturday evenings promise to be very lively with the Légendes de l’île Sainte-Hélène, an historical tour that ends with a climb up the Tour de Lévis tower, dance evenings with DJ Cyusa Kamaso, the Fiesta Latina, and the introduction to lightsabers activity.

### **THE ACCROPASSE**

During the eight days of the Fête, the **ACCROPASSE** is an indispensable pass that provides unlimited access to the Tube slide, Ferris wheel and Zip-line, as well as admission to the Stewart Museum and the Biosphere, Environment Museum. The **ACCROPASSE** also entitles you to discounts on restaurant services and special advantages for equipment rentals (skates, sleds and snow scooters). The **ACCROPASSE** costs \$16 /person and the family package for four people is \$50, and it can be purchased online at [www.parcjeandrapeau.com](http://www.parcjeandrapeau.com) or on the event site starting on January 14.

The Fête des neiges de Montréal, presented by Tim Hortons, is produced by the Société du parc Jean-Drapeau through the participation of the City of Montréal and the following partners: Lafleur, Minute Maid, Molson Canadian, Breyers, Anfibio, the Biosphere, Environment Museum, the Montréal Impact soccer schools and the Stewart Museum. The project also receives financial support from Tourisme Montréal.

To learn more about the Fête des neiges de Montréal, please go to [parcjeandrapeau.com](http://parcjeandrapeau.com).

- 30 -

### **FDN schedule**

Saturdays: 10 a.m. to 8 p.m. (Tiny-tots zone closes at 5 p.m.)

Sundays: 10 a.m. to 5 p.m.

**Access**

Public transportation : Jean-Drapeau subway station

By car: Jacques-Cartier Bridge, Parc Jean-Drapeau exit, or Pont de la Concorde bridge, via Bonaventure Autoroute

**Media parking**

Satellite trucks: Park backstage (Follow suppliers' access)

Cars: P10 Parking (2 spaces reserved for media)

To download visuals of the Fête des neiges de Montréal: <http://bit.ly/2jaMLEk>

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

**For any information or requests for an interview with event spokesperson Yan England:**

Véronique Caissie

Media Relations and Social Media Advisor

Société du parc Jean-Drapeau

514 872-6679 or [vcaissie@parcjeandrapeau.com](mailto:vcaissie@parcjeandrapeau.com)

**Société du 375<sup>e</sup>**

Isabelle Pelletier

[ipelletier@375mtl.com](mailto:ipelletier@375mtl.com)

514 238-4178

vive 



Canada

Québec 

Montréal 

**GRANDES MONTRÉALAISES**

**Bell**

BMO 

**BOMBARDIER**



Caisse de dépôt et placement  
du Québec

 le Choix du Président.

  
CLARIDGE



Desjardins

**IGA**



POWER  
CORPORATION  
DU CANADA

**QUÉBECOR**



*Saputo*