



## NEARLY 109,000 VISITORS AT THE FÊTE DES NEIGES DE MONTRÉAL

**Montreal, February 5, 2017** – The Fête des neiges de Montréal organizers have issued a positive report on this year's event, which was held from January 14 to February 5 as part of the official program of Montreal's 375<sup>th</sup> anniversary celebrations. Visitors came massively to Parc Jean-Drapeau to enjoy the wide array of outdoor activities and free shows for the entire family.

Thanks to a program filled with novelty and to great winter conditions for most of the four weekends, the Fête des neiges de Montréal hosted more than 108,900 visitors, an increase of 7% compared to 2016, which attracted 101,918 participants. Many visitors expressed their satisfaction toward the new area on St. Helen's Island where this year's site was set up. The new site offers an incredible view on Montreal and the proximity made it easier for families to move around.

While the traditional Tube Slide and 375 foot-long Zip-Line once again thrilled the most audacious ones, it is the new Ice Ship with Capitaine Crinière and his crewmembers who stole the show this year. With its slides carved in a majestic setting, this new and impressive attraction installed at the center of the site has brought magical moments to all of those who came aboard. Some other popular activities for kids were the Polar Circus, the Paw Patrol Academy, the Penguin Village and the Atelier des Petits Doigts. The enchanting guided tour *Legends of St. Helen's Island* offered in collaboration with the Stewart Museum, as well as the breathtaking view of the city from the top of the illuminated Tour de Lévis were also greatly appreciated.

For the second year in a row, outdoor shows and workshops on the main stage were quite popular. Performances by Rémi Chassé, Yann Perreau, Alter Ego, DJ Cyusa Kamaso and the Fiesta Latina all keep the crowd dancing throughout the event with their festive beats. Special mention to the lightsaber initiation who made many fall back into childhood. Animations and performances offered by the characters from Télé-Québec's various youth programs, including the visit from the Paw Patrol mascots Chase and Macus, also brought smiles to many faces.

To keep people energized, many food trucks including Das Food Truck, Bacon Truck, Boîte à Fromages and Délices d'Antan, were on-site for the full length of the event and had a diverse offering to suit all tastes.

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 -

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

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

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