

**More than 100,000 visitors came to play outdoors!**

**Huge success for the 2014 edition of the Fête des neiges de Montréal**



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**Montréal, February 10, 2014** – Organizers of the 31<sup>st</sup> edition of the Fête des neiges de Montréal, in collaboration with World Financial Group, report that this year’s event, presented at Parc Jean-Drapeau over a four weekend span - from January 18 to February 9 - for the first time in its history, was a resounding success. Visitors to the event thoroughly enjoyed more than 25 outdoor activities, including many new features and an evening program every Saturday, which was also a Fête des neiges first.

“The 2014 edition of the Fête des neiges de Montréal attracted just over 100,000 visitors, compared to an attendance of 78,000 people in 2013,” despite the really cold weather on the first two weekends of this year’s event,” stated Parc Jean-Drapeau spokesperson François Cartier. “From Parc Jean-Drapeau’s standpoint, this is an indication its refreshed program was a hit with the public. In fact, a survey conducted by the Léger firm for the Fête des neiges de Montréal shows that 92% of the visitors polled said they were satisfied or very satisfied with the program, and this highly significant level of satisfaction is reflective of the event’s success.”

This year, the Fête des neiges de Montréal decided to add an additional element to its program by providing several recreational activities on Saturday evenings, combined with free shows on the main stage. Under this format, audiences were treated to performances by Marc Dupré with guest artists Jérôme Couture, Andie Duquette and Oliver Dion (January 18), Jean-Marc Couture (January 25), Alex Nevsky and Jonas and the Massive Attraction (February 1) and BranVan 3000 (February 8).

**More than 25 activities to suit every taste**

Social media users were out in full force expressing their enthusiasm about this year’s activities at the Fête des neiges de Montréal (#FDN2014). Here is a sampling of their comments:

- *Seeing and listening to Marc Dupré live... c cool!!*
- *A blue sky and huge Ferris wheel in dazzling colour.*
- *Great fun in the tube slides!!*
- *Really nice and charming...lots of things to do...! award you a 10 for this wonderful activity...*

The most popular activities among visitors to the Fête included the refrigerated skaters’ trail along the river which welcomed three Montreal Canadiens’ alumni, Youppi! and the world speed-skating championships ambassadors, the big Ferris wheel with a view of the downtown area, the tube slide featuring the new La Trippante 4-seater, the dog-sled and horse-drawn sleigh rides, and especially the Himalaya Zip Line, whose departure point from the Biosphère is situated at more than 23 metres high and whose length extends over 259 metres.



“Again this year, the SPJD is proud of the great success of this event, where our visitors were able to experience the joys of winter in Montréal in a charming and accessible setting,”

Parc Jean-Drapeau

Montréal 

remarked Daniel Blier, Executive Director of the Société du parc Jean-Drapeau. “Parc Jean-Drapeau is a must-see winter destination, and its diversified program of activities from both a sporting and cultural standpoint will continue to be enhanced in the years to come.”

Winter activities such as the dog sleds, cross-country skiing, snowshoeing, hiking, snowboarding and teletraction skiing, are continuing at Parc Jean-Drapeau for as long as winter temperatures permit.

The Fête des neiges de Montréal is produced by the Société du parc Jean-Drapeau with the participation of the City of Montréal and in collaboration with World Financial Group and the following partners: La Presse, CKOI 96.9, Rythme FM, The Beat, Métromédia, Disney Junior, Coup de pouce, evenko and Ski Saint-Bruno. For more information on the Fête des neiges de Montréal, please go to [parcjeandrapeau.com](http://parcjeandrapeau.com).