

**Starting on Saturday at Parc Jean-Drapeau**  
**Come play outdoors... at the Fête des neiges de Montréal**

**Montréal, January 15, 2014** – “Come play outdoors” is the invitation issued starting this Saturday by the Fête des neiges de Montréal, in collaboration with World Financial Group, to everyone who would like to enjoy more than 25 outdoor activities and discover the majestic site of Parc Jean-Drapeau. Extended over four weekends – from January 18 to February 9, 2014 – for the first time in its history, Fête des neiges de Montréal is welcoming visitors with an array of new features, including an evening program every Saturday.

“The Fête des neiges de Montréal is back with a fresh new program of activities, but it maintains its main objective, which is to encourage people to discover winter,” remarked Daniel Blier, Executive Director of the Société du parc Jean-Drapeau. “This will provide visitors with an opportunity to enjoy some nice new features at this year’s event, including an evening program with free shows every Saturday. Parc Jean-Drapeau is striving to become a must-visit winter destination and the diversity of activities it has to offer will continue to be enhanced in the years to come.”

“The Fête des neiges is a great event for Montréal families and our visitors, who will discover a huge winter playground in the magnificent setting of Parc Jean-Drapeau,” stated Montréal mayor Denis Coderre. “This event is a reminder that, in every season of the year, Montréal is a unique recreational place with an unmatched festive spirit. We have the good fortune of living in a city that provides us with the opportunity to share some magical moments together in the heart of nature, mere minutes from the downtown area. I invite all Quebecers to come and celebrate with us.”

**More than 25 activities**

The list of not-to-be-missed winter activities includes a refrigerated skaters’ trail along the river, a Ferris wheel with a terrific view of the downtown area, cross-country skiing and snowshoeing trails, a tube slide including the 4-seater La Trippante, dog-sled and horse-drawn sleigh rides, snowboarding or teltraction skiing, a Himalaya zip-line whose departure area is more than 23 metres high and its length spans 259 metres; and, of course, there’s the area specially for tiny tots which includes 10 inflatable structures.

Recent additions to this year’s program include the short-track speed skating world championship ambassadors (January 25), the David Suzuki Foundation “Protect our Winters” Classic (January 26), the WIXX boot hockey game with former Montreal Alouette Étienne Boulay on hand (February 1-2) and the skating session with the former Montréal Canadiens’ players and Youppi, a Canadiens Children’s Foundation initiative (February 8), the sugar shack (February 8-9) and CKOI snow bath (February 9).



## Evening program

The Fête des neiges de Montréal is adding another element to its program by offering access to several recreational activities on Saturday evenings, combined with free shows on the main stage. Performers who will be taking the stage include Marc Dupré and his guests, Jérôme Couture and Andie Duquette (January 18), Jean-Marc Couture (January 25), Alex Nevsky and Jonas (February 1) and BranVan 3000 (February 8). There will also be a bar set up in a dome next to the stage which will feature a DJ every night for people who want to warm up by hitting the dance floor!

“World Financial Group is proud to be associated with the Fête des neiges de Montréal, which has gained a reputation for being able to get people of all ages active by encouraging them to enjoy a fun time with family or friends,” said Richard Williams, President of World Financial Group. “The values related to the Fête des neiges de Montréal are closely linked to those of our organization.”

The Fête des neiges de Montréal is the popular winter spot to go to, as a family or with friends. If you wish, you can rent cross-country skis, snowshoes, skates, sleds and snow scooters right on site. Visitors can also purchase the **ACCROPASSE** for \$16, and this provides unlimited access to the tube slide, Ferris wheel and family zip-line during the eight days of the event, along with a discount on equipment rental and various restaurant services. Admission to the Fête des neiges de Montréal site is free, as are most of the activities.

The Fête des neiges de Montréal is produced by the Société du parc Jean-Drapeau with the participation of the City of Montréal, 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)**.