



The Fête des neiges de Montréal gets underway this weekend at Parc Jean-Drapeau!

Montréal, January 14, 2016 – The Fête des neiges de Montréal, presented by Tim Hortons, in collaboration with Groupe Nissan Gabriel, starts this Saturday at Parc Jean-Drapeau and runs over the next three weekends. Festival-goers will be able to enjoy some 20 different outdoor activities, with the event program geared to sporting activities, shows and entertainment for the entire family. Admission to the site is free, as are most of the activities, and getting there is easy by taking the subway (the Jean-Drapeau subway stop).

“The Fête des neiges de Montréal at Parc Jean-Drapeau is a people-gathering event that celebrates Montréal’s northern climate on a charming, safe and accessible site,” said Danièle Henkel, Board Chair of the Société du Parc Jean-Drapeau. “I invite the population to come, as a family or with friends, and enjoy the best of what winter has to offer.”

Montreal Mayor Denis Coderre remarked: “Winter is the season that best defines us as a city in a northern country. This is a great opportunity to enjoy and revel in this northerly environment, to indulge in the great outdoors and take advantage of the array of activities being offered at the 2016 edition of the Fête des neiges. I invite Montrealers and people from beyond the metropolitan area to come and experience the joys of winter in the wonderful setting of Parc Jean-Drapeau.”

James Grégoire, Director of Business Development and Training at Tim Hortons, noted: Our company is well known for promoting family-related values, playing sports and being active. In this context, our association with the Fête des neiges de Montréal is totally compatible. We are proud to contribute to such a participatory event that encourages families to go and play outdoors.”

Activities and shows... a wealth of choices!

There are loads of activities to suit every taste, every day of the Fête. Sliding enthusiasts will have their share of thrills with the Tube Slide, which transforms into a Disco-tube light shows and a DJ-hosted event on Saturday evenings during the Fête. For the more romantically inclined, the big Ferris wheel provides outstanding views of Montréal, as does the skating path that runs along the river. The Zip-line will lead the more audacious on a 200-metre downhill glide, 15 metres off the ground. Among the other activities are the Tim Hortons Multisports Zone including the giant foosball and Belles Bottines rink, along with dog-sled rides, the Bing Bang Bulle human bubble ball, inflatable structures and, of course, the area specially reserved for tiny tots.

Along with ice-sculpture demonstrations, the big stage at the Fête des neiges de Montréal will be playing host to many shows for the entire family. The series of shows features Caillou (January 16), King Melrose (January 17), the Guerre des Tuques activity (January 16-17), Jérôme Couture (January 23), Télé-Québec’s *Toc toc toc* programs *Les Argonautes* and *Génial!* (January 24), Swing and Subito Texto (January 30), Atchoum (January 31), Alain François (February 6), Tremblay and Simon Morin (February 7), and the popular CKOI snow bath (February 7). Meanwhile, every weekend there will also be autograph signing sessions with comedian Yan England, the event’s spokesperson.

ACCROPASSE

During the eight days of the Fête, the ACCROPASSE is an indispensable pass that provides unlimited access to the Tube Slide, the Ferris wheel and Zip-line, and free admission to the Stewart Museum and the Biosphere, Environment Museum. The ACCROPASSE also offers discounts on restaurant services and equipment rentals (cross-country skis, snowshoes, skates, sleds and snow scooters). The price of the ACCROPASSE is \$16 per person and the family package for four people is \$50.

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.

- 30 -

FDN schedule

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

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

To download visuals of the Fête des neiges de Montréal:

<https://partage.parcjeandrapeau.com/htcomnet/Handlers/Download.ashx?action=download&file=Medias%2FF%C3%AAt%20des%20neiges%20de%20Montr%C3%A9al%2FVisuels%20FDN.zip>

To download the press kit:

<https://partage.parcjeandrapeau.com/htcomnet/Default.aspx?folder=Medias%2FF%C3%AAt%20des%20neiges%20de%20Montr%C3%A9al>

User name: medias

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