



## FÊTE DES NEIGES DE MONTRÉAL 2019

### THE LAST STRETCH BEFORE ACTIVITIES BEGIN

**Montréal, Tuesday January 15, 2019** – This Saturday, the crew at Parc Jean-Drapeau will be launching the 36<sup>th</sup> edition of the Fête des neiges de Montréal. Again this year, the popular winter event, which will be held every weekend from January 19 to February 10, promises to provide a wealth of memories for visitors who come to the park to fully embrace the joys of winter.

#### **Celebrating an awesome expertise**

In the final stretch on the way to delivering a Fête des neiges that is in keeping with the City of Montréal's esteemed festivals, the entire Parc Jean-Drapeau team and its suppliers have been tending to every detail on the event grounds, in a concerted effort to meet whatever challenges Mother Nature throws their way.

“Whether it’s giving the site its usual charm or building major activities such as the *Ice Boat and Frosty Slides*, snow is at the forefront of our celebrations, but in saying that, the snow poses its share of challenges,” said François Cartier, the Director, Marketing, Business Development and Communication at the Société du parc Jean-Drapeau. “Overly cold or mild temperatures, ice storms, or massive amounts of snow... these are just some of the challenges you sometimes have to contend with when you’re setting up the Fête. But thanks to the 35 years of experience we have under our belts, we are proud to be able to deliver another Fête des neiges this year that lives up to its name.”

The suppliers whose distinctive expertise is instrumental in staging a top-notch event includes Snö Innovation, which makes the snow required for the activities, and Entreprises Godon, which builds the ice activities, along with producing the ice blocks used for the *Handy Beavers’ Workshop* and putting on ice-sculpturing performances throughout the Fête.

#### **A festive event well worth the trip**

The Fête des neiges de Montréal is distinctive from the other winter celebrations through the magnitude of its activities, the high calibre of its animation team which includes some 30 colourfully costumed figures, its festive setting and the charming décor provided by Parc Jean-Drapeau.

The latest edition of the Fête offers a variety of sporting and fun-filled activities, including an introduction to sliding sports, dog-sled rides, all sorts of friendly competitions and an incomparable sliding village comprised of 18 lanes of varying heights.

On stage, the Fête des neiges is pleased to welcome Atchoum et ses microbes, Cool Kids, Ari Cui Cui, Duo Trad, QW4RTZ and ice sculptor Nicolas Godon. Adults will be able to harken back to their youth thanks to a special show celebrating 50 years of television at Télé-Québec.

Easily accessible by public transit or by car, the Fête des neiges de Montréal will definitely live up to your expectations!

**Please go to [parcjeandrapeau.com](http://parcjeandrapeau.com) to check out the complete schedule of events for the 2019 Fête des neiges de Montréal**

## **ABOUT THE FÊTE DES NEIGES DE MONTRÉAL**

Fête des neiges de Montréal is produced by the Société du parc Jean-Drapeau through the participation of the City of Montréal and the following partners: Cirque du Soleil, Quebec Ski Area Association, Racetime the Movie, Minute Maid, Coors Light, La Presse, Rythme 105.7, CKOI 96.9, The Beat, Télé-Québec, Biosphère, Environment Museum, and the Stewart Museum. The project also receives the financial support of Tourisme Montréal.

## **ABOUT THE SOCIÉTÉ DU PARC JEAN-DRAPEAU**

The Société du parc Jean-Drapeau is a para-municipal organization of the City of Montréal whose mission is to manage, administrate, develop, protect and animate Parc Jean-Drapeau.

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### **INFORMATION:**

Photos : <http://bit.ly/2StM0hG>

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