



PRESS RELEASE
For immediate release

**Bromont, montagne d'expériences joins forces with ambassadors
to promote its new network of multiuse trails**

Bromont, August 29, 2016 – In April 2016, Bromont, montagne d'expériences, launched a network of multiuse trails, which continues to grow. To draw local residents and increase the popularity of the new attraction, our resort has proudly joined forces with passionate users of the trails. The goal of this ambassador program is to showcase the wide variety of trails offered and the many outdoor activities they can accommodate in the rich natural environment of the mountain. The trails, which cover a total of 40 km, are now open to a whole range of mountain sports: enduro and cross-country riding for cyclists; hiking, trail running and canicross for pedestrians.

3 emblematic Ambassadors

Alister Gardner, trail running athlete

Originally from England, Alister has been living in Bromont for 10 years now and co-owns the Course & Cie shop in the area. He started trail running 7 years ago, after a last-minute decision to participate in a 21-km race in Sutton, having never run before. "I loved it right away. There's a sense of freedom when you run in the forest; you're in touch with nature. The feeling is similar to snowboarding in the glades," he explained. Since then, Alister has focused on longer, more technical races. He faced his greatest challenge last year at the Mont Blanc marathon: a 30-hour, 170-km run over 10,000 meters of vertical across France, Italy and Switzerland. His performance and skillset have earned him a job as the lead trainer of the Bromont running club. "I help people to raise their game; I give runners advice on making it easier to run in the mountains: how to avoid obstacles and how to use the momentum of your arms and legs," he said.

[See the video](#)

Jonathan Allard, mountain bike specialist

A 20-year cycling veteran, Jonathan started out at Mont Saint-Hilaire before moving to Bromont, where he has been riding the mountain for the past 15 years. His priority was to settle in a place where he could easily practise his sport. As an experienced rider, he loves having the chance to take part in several types of cycling (road riding, pump track, downhill, cross-country) right in his own community. He enjoys the mountain to the full: "We are so fortunate to have access to this environment any day of the week. With its quality trails and wide range of options (downhill, enduro, cross-country, with or without lifts), it's an offer you don't see too often."

[See the video](#)

Jean Di Ferran, artisan trail builder

Since 2008, this artisan trail builder has had the rare privilege of developing mountain trails as part of his job. He knows every inch of the trails, down to the very last detail. "It's a lot of work. In the beginning, it was actually a bit discouraging, but in the end, my greatest reward is seeing the reaction of riders. Sometimes, I hide to watch them go by. I hear them shouting for joy and making positive comments," he said. His goal is to create the most amazing trails possible and develop the network to add even more variety so that everyone can find something they enjoy. His work is a way to share the good news about

the unique Bromont lifestyle and, as such, he considers it a form of therapy. He dedicates himself – body and soul – to give users a ride for their money by creating different levels of difficulty adapted to all.

[See the video](#)

Made-to-measure rates

In order to meet the needs of all users, Bromont, montagne d'expériences, has set up a rate schedule segmented by activity type. Day tickets and a total of 3 different season passes are available. The three options are as follows: a Hiking Pass for the 30 walking trails covering 25 km; and a Cross-country Pass or a Cross-country Pass with 2 lifts to access the 36 bike trails covering 32 km.

A complete service offer

The multiuse trails are designed for everyone and feature varying levels of difficulty: easy, intermediate, difficult and very difficult. For a successful experience every time, we also rent all the necessary cycling equipment, including specialized bikes, helmets and protective gear. In addition, we offer initiation lessons and skill-building courses with certified instructors on several weekends throughout the season to help riders learn the ropes or hone their skills.

About Bromont, montagne d'expériences

With 24 trails and 5 learning circuits covering 42 km dedicated to downhill, Bromont, montagne d'expériences, is the largest mountain bike terrain in Eastern Canada. It also features 40 km of multiuse trails including cycling paths for enduro, cross-country, fat biking and foot paths for hiking, trail running and canicross.

For more information : www.skibromont.com

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