



NEWS RELEASE

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A first in the Quebec ski industry

MONT SAINT-SAUVEUR AND BROMONT, MONTAGNE D' EXPÉRIENCES, JOIN FORCES TO LAUNCH NEW JOINT SEASON PASS

Saint-Sauveur and Bromont, November 9, 2015—For the first time in Quebec, two competing ski resorts—Bromont, montagne d' expériences, and Mont Saint-Sauveur—are teaming up to offer their customers a season pass that will allow them to ski at either mountain. Option **Northeast** adds a new dimension to what is currently available in the market. This pass is the first of its kind in the Quebec ski industry.

Skiers who choose Option **Northeast** for their season pass can enjoy either mountain under the same purchase terms, for a supplement of only \$20 plus taxes for the season. Pass-holders at Bromont, montagne d' expériences, will have access to the five Laurentian mountains belonging to Groupe Mont Saint-Sauveur, and those with a Mont Saint-Sauveur pass will be able to ski the seven slopes at Bromont. With a new ski season about to get underway, ski enthusiasts will be able to take advantage of this reciprocal agreement to discover the respective attractions at the two resorts, right up until the last snowflake falls!

With this alliance, the two family-run companies are hoping to make their resorts even more attractive to Quebec skiers. "This is a major innovation for our industry, when two resorts decide to team up for an offer like this. Last year in Quebec, 270,000 skiers had a season pass. We see great potential here to appeal to these skiers and inspire them to take to the slopes more often," said Charles Désourdy, president of Bromont, montagne d' expériences.

An initiative to spark new enthusiasm

"There really is an industry trend toward these kinds of alliances. Our new Option **Northeast** shows there is a desire among ski resorts to find innovative solutions so that skiers get more for their money. We believe our respective ski centres complement each other well, plus they are located an equal distance from the Greater Montreal area. Option **Northeast** will undoubtedly stimulate the local and regional economy," added Louis Philippe Hébert, president and CEO of Mont Saint-Sauveur.

The evolution of the season pass

Gone are the days when skiers had just one option for a season pass providing unlimited access to the slopes. Today, there are many more possibilities to obtain an attractively priced season pass that suits their lifestyle. The introduction of Option **Northeast** is a milestone in the evolution of the season pass. At least 1.4 million Quebecers practice downhill snow sports.



About Mont Saint-Sauveur

Mont Saint-Sauveur is part of Groupe Mont Saint-Sauveur, which includes five resorts in the Laurentians (Mont Avila, Ski Morin Heights, Mont Olympia, Ski Mont Gabriel), in addition to the Edelweiss ski resort in the Outaouais. The Group offers 138 downhill and glade trails, as well as 28 lifts. A number of Olympic athletes have skied at the resort, including the three Dufour-Lapointe sisters, Alexandre Bilodeau and Mikaël Kingsbury.

For more details: montsaintsauveur.com



@montsaintsauveur



@Mont_St_Sauveur



@MontSaintSauveur

About Bromont, montagne d'expériences

With seven distinct slopes, nine lifts and a wide range of trails available day and night, Bromont, montagne d'expériences has 143 downhill runs and glade trails, including 99 equipped with lighting for night skiing.

For more details: skibromont.com



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