



PRESS RELEASE  
For immediate release

## **Bromont, montagne d'expériences, is opening this Wednesday, December 2nd**

**Bromont, December 1st, 2015** – Following an intense phase of snowmaking, Bromont, montagne d'expériences, is all set to launch its 2015-2016 ski season on Wednesday, December 2 at 9 am. Already 3 complete major trails will be available for skiers, and more will be added in the next days. Thanks to investments and improvements made this year, we are ensuring great snow coverage efficiently and rapidly while cold temperatures are by our side. No effort will be spared to provide skiers and snowboarders with quality conditions and trails that are sure to meet their expectations.

### **A season of firsts!**

With just hours before the opening, Bromont, montagne d'expériences, is proud to showcase its new logo and name as it launches its first ski season since the introduction of the new visual identity. "With the new branding, we are looking to promote the many pillars that support the success and growth of our resort: guaranteed ski conditions both day and night, innovative, leading-edge snowmaking and trail maintenance and affordability," Charles Désourdy, president of Bromont, montagne d'expériences, explains.

The 2015-2016 season also marks the first historic alliance between two ski resorts in Quebec : the Northeast option lets skiers enjoy unlimited access, all winter long, to Bromont and the 6 mountains of the Mont Saint-Sauveur group. And then, on December 16, it will be time to unveil a new Website, with more intuitive, user-friendly features.

### **Many improvements to enhance user experience**

Because we care deeply about customer satisfaction, we have been mindful of the need to upgrade. Our restaurants will now be serving up change – everything from new menu items at the Sandwich Bar to more regional products, new cocktails blended with Quebec spirits and a new exclusive microbrewery beer. That's not all : the cafeteria at the Chalet du Village has been renovated and now features a more modern, friendly space, new furnishings and a central fireplace for a warm, cozy atmosphere.

Following last season's success, Terrain-Based Learning will return to the ski school slope around mid-December. Novice skiers will have the chance to progress at a rapid pace, as they learn on specially sculpted terrain during initiation programs offered by the Ski School.

As for events, the Nuits Blanches will also undergo a makeover with a new concept focused on themes of heat, light and on-the-spot thrills. Surprises and original, fun-filled activities will be unveiled just days before each Nuit Blanche.

### **Largest snowmaking operation in Quebec**

This year, we invested in the purchase of a new pump and fan to improve automation, increase production speed and optimize our snowmaking capacity. Bromont, montagne d'expériences, now boasts the greatest production capacity in Quebec, with 9,200 gallons per minute.

Investments have also been made in trail maintenance. The New Bison X Tier 4, an extremely powerful and eco-friendly vehicle, has just been added to the resort's fleet of eleven groomers.

### **About Bromont, montagne d'expériences**

The mountain is a four-season destination with a full range of activities. Featuring 7 unique slope sides and a wide selection of day and night trails, Bromont is the largest skiable terrain in North America, with 143 trails and glades – 99 of them lit. In the summer, the Water Park offers over 20 water and land activities and from May to October, it provides riders of all levels with access to 42 km of mountain bike trails.

Low-priced season passes are on sale until December 15. Details : [www.skibromont.com](http://www.skibromont.com).

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