



PRESS RELEASE
For immediate release

2016-2017 season kicks off at Bromont, montagne d'expériences !

Bromont, Friday, December 9, 2016 - Bromont, montagne d'expériences will welcome its first skiers today, kicking off the 2016-2017 season. Over the last few days, the resort's high-efficiency snowmaking system has produced enough snow to open three trails on the Versant du Village, including the St-Armand snowpark. Season passholders and holders of the new Apex Card will enjoy a number of membership benefits this season, starting with reserved access to the slopes until Saturday at noon.

"We're all really excited to greet the skiers this morning!" said Charles Désourdy, President of Bromont, montagne d'expériences. "With the colder weather of recent days, we were able to capitalize on our powerful snowmaking system and offer our clients optimal ski conditions right from the start," he added. The Brome, Bromont and St-Armand trails will be open this weekend and the remaining trails of the Versant du Village should follow suit shortly after. The resort expects to open the Versant du Lac and the Mont Soleil on Saturday, December 17.

Once again this year, the season will be marked by innovation with the development of two new snowparks and the family-friendly Sentier du Grizzly. "We have added new features to the San Francisco trail located on the edge of the Versant du Midi and the Versant de la Côte Ouest, and to the Calgary trail on the Versant des Cantons. In early January, we'll also be opening a fun-filled glade developed in that area for children 12 and under," Mr. Désourdy explained. The reason for these investments is to encourage skiers to explore beyond the most popular slope sides and discover new trails that are just as interesting and perfectly suited to every skill level.

The Nuits Blanches program was reformatted this year to stimulate even greater interest on the part of millennials. In addition to entertainment at the base of the slopes with a DJ and fire pits, every night skiing event will include a pop-up activity, a Session du Coach and an innovative course in the Zone Défi for snowpark fans. Micro-brewed beer tastings at the Versant du Lac and musical performances at La Débarque will be featured on all eight evenings. The original multimedia experience "Surveillance" created by artist Larose will also be presented.

This year, we have installed webcams at the base and summit of certain chairlifts so that skiers can take a look for themselves at snow conditions and traffic. Another new

development this year : season passholders will have access to VIP events, including first track days and exclusive discounts at various service locations in Bromont.

About Bromont, montagne d'expériences

Recognized as the largest night ski area in North America and for its 450 acres of skiable terrain on 7 slope sides, Bromont, montagne experiences has invested over \$50 million in the last 10 years. With its wild Nuits Blanches program and its Modular station learning at the Ski School slope, the only one of its kind in Quebec, friends and family can get together for a fun time on the resort's 141 trails and 30 glades, less than 45 minutes from Montreal.

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Information

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