



J. ARMAND BOMBARDIER
MUSEUM

NEWS RELEASE

TO ALL NEWS EDITORS,
TOURISM AND CULTURAL COLUMNISTS

Bombardier Today
Opening of a new temporary exhibition in Valcourt

Valcourt, Québec, April 27, 2011 - To celebrate its 40th anniversary, the J. Armand Bombardier Museum is launching a new temporary exhibition which puts Bombardier under the global spotlight from a socio-economic and geographic perspective, profiling its role as the world leader in providing rail transportation and its third place ranking as a manufacturer of civilian aircrafts. **Mr. Laurent Beaudoin, Chairman of the Board of Bombardier Inc. and the Honorary President of the event, will be in attendance.**

WHEN: **Wednesday, May 4, 2011**

TIME: 3: 30 to 4: 30 pm Tour of Exhibit
5 pm Official Opening and Cocktail Reception

WHERE: J. Armand Bombardier Museum
1001 J.-A. Bombardier Avenue
Valcourt, Eastern Townships region, Québec
(A map is available on the Museum web site at bombardiermuseum.com)

About the J. Armand Bombardier Museum

Located in Valcourt, in the Eastern Townships region in Québec, the J. Armand Bombardier Museum (bombardiermuseum.com) presents the life and work of the renowned inventor and entrepreneur Joseph-Armand Bombardier. This privately funded museum also describes the evolution of the snowmobile industry, which was in a large part launched by this Québec visionary.

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For further information or if you would like to set up an interview, please contact Sandra Miville: s.miville@fjab.qc.ca or 450 532-1552