



J. ARMAND BOMBARDIER
MUSEUM

News Release
For immediate release

Meeting of antique snowmobile collectors: Launching a new tradition!

Valcourt, February 15, 2010 – Last Saturday, during the festivities associated with the family-oriented winter festival, *Valcourt fête l'hiver*, the J. Armand Bombardier Museum welcomed a group of antique snowmobile collectors - some 108 in all, who brought more than 60 superb antique machines and snowmobiles to the first ever such gathering. Close to 600 visitors from every corner of Quebec, showed up to inspect these beautiful snowmobiles from an earlier time. Much to the delight of locals and visitors alike, the collectors paraded their snowmobiles through the streets of Valcourt, then set them up in front of the museum. It was a unique activity that is gathering more and more followers every year – a tradition that is sure to be repeated in the future!

A busy day

« We are really happy that you made Valcourt one of your winter venues and we're thrilled to have you, » said Ms. Lyne Lavoie, Executive Director of the J. Armand Bombardier Foundation who was present at the event. « We hope this will become an annual tradition! »

The activities started at 9am and was followed two hours later by the traditional parade organised by the team of *Valcourt fête l'hiver*. Several snowmobile collectors joined in the fun. The day finished in great style, with a dinner for the collectors put on by the Valcourt Golf Club. The dinner provided a terrific opportunity for fervent snowmobile fans to socialize and to exchange tips. A new event this year was an invitation for collectors and visitors to the J. Armand Bombardier Museum to attend a special screening of early Grand Prix Ski-Doo® races and snowmobile competitions from the 1960s, shown in Mr. Bombardier's original garage – a unique venue highlighting captivating images of a bygone era.

The festivities continue – February 19-21

The museum will once more open its doors (free of charge) from February 19-21 during the Valcourt Grand Prix Ski-Doo®. If you're attending this exciting event, take advantage of the occasion to discover (or rediscover!) the work of the great Quebecois inventor, Joseph-Armand Bombardier, along with a selection of the brand new line of recreational products for 2011 from BRP.

For more information, please call (450) 532-5300 or visit **bombardiermuseum.com**.

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