

## A WEEK OF HONORS FOR VALCOURT'S J. ARMAND BOMBARDIER MUSEUM

**Valcourt, May 13, 2009** – May is an emotional month for Valcourt's J. Armand Bombardier Museum. At the beginning of the week it received a new designation sticker « Bienvenue Familles » (« Welcome Families ») issued by the Conseil Sport Loisir de l'Estrie (CSLE) and this Friday, the museum will participate in the final round of the Grands Prix du tourisme québécois to be held at the Quebec City Convention Centre.

### Competing at the Grands Prix du tourisme québécois

Jacqueline Nadeau, a guide and facilitator at Valcourt's J. Armand Bombardier Museum and a warm, passionate woman, is one of the competitors in the category of « tourist employee » at the Gala des Grands Prix du tourisme québécois. She has held her job for more than 12 years and on May 15, Mrs. Nadeau will be proudly representing the Eastern Townships during the 24th edition of the Grand Prix. Organized by Quebec's Ministry of Tourism, in conjunction with the province's regional tourist offices, this major event pays tribute to the best of Quebec's tourism industry and it allows them to honor the men and the women whose very commitment, perseverance and passion play such a major role.



### An innovation unique to the Eastern Townships

On May 11, to commemorate Quebec's « Week of the Family », Mr. Mario Landry, director of the Armand Bombardier Museum, was officially presented with the sticker « Bienvenue Familles » (« Welcome Families ») awarded by the CSLE, making the museum one of more than 42 managers of recreational services in the Townships, who have received this recognition. The sticker is an easily recognizable visual reference for visitors wanting to find enterprises and organisations that have family-friendly attractions, programmes and services. The criteria for the family-friendly designation were determined during the summer of 2008 and include the quality of the welcome, information, services, the site itself, security and pricing.



**An exciting summer line-up**

From May 1 onwards, the J. Armand Bombardier Museum will be getting in to the swing of summer, opening its doors from 10am-5pm. This summer, it is celebrating the 50th anniversary of the Ski-Doo® snowmobile, through a new temporary exhibition entitled *50 years of the Ski-Doo* – showcasing no less than half-a-century of innovation! Groups can also take advantage of the unique Museum/BRP Factory package, eligible, from Monday to Friday with advance reservations. The museum staff is waiting just for you!

Hope to see you there!

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