

**PRESS RELEASE**  
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## Never ever days: The Best Program to Learn to Ski across Quebec

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**TERREBONNE, December 7, 2023** - As the ski season gradually begins in many regions across the province, the Quebec Ski Resorts Association (ASSQ) is launching its **introduction program Never ever days presented by Sports Experts**. On Sunday, December 17, a special day will kick off the program at over 40 participating ski resorts in 13 Quebec regions. It is the perfect opportunity for anyone from 5 to 99 years old to discover the joys of winter by experiencing snow sports at an ultra-reduced rate.

**2 equipment rentals + 2 visits to the mountain + 1 ski or snowboard lesson = \$29.95**

Open to all, Never ever days program offers two visits to the mountain with access to the learning zone, including equipment rental for each visit and a one-hour ski or snowboard lesson. Depending on which of the forty or so participating resorts in Quebec you choose, this joyful combo - ideal for learning and practicing what you've learned - is an 80% discount from the actual retail price. It's no longer possible to claim that learning to ski is too expensive.

**Quote**

"Choosing a winter sport contributes to a healthy lifestyle, and the goal of this program is to make winter sports and the outdoors ever more accessible. Our goal this year is to introduce 5,500 people of all ages and backgrounds to this very affordable offer," says Josée Cusson, Director of Communications and Marketing at ASSQ.

**An excellent online gift idea**

In addition to being an affordable gift idea that will last a lifetime, *My First Time* can be purchased online at [boutique.maneige.ski/en](https://boutique.maneige.ski/en) where you'll find the participating resorts and all the time slots available at each of them. From now on and throughout the winter, ski resorts will be adding new availability. However, we recommend you act quickly, as spaces are limited.

**About the Quebec Ski Areas Association**

The ASSQ is a non-profit organization that represents and defends the interests of its 75-member ski areas, promotes the practice of snow sports and improves the quality of the product and the performance of the ski areas. Established in the ski industry for over 40 years, its mandate to develop the next generation of skiers and snowboarders in Quebec is achieved mainly through sales of financing products such as the Ski Passe-Partout. Each year, more than 30,000 young people are introduced to snow sports through the various ASSQ programs.



**Source and info :**

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**Photos :** [High resolution visual material](#)