

**PRESS RELEASE**

*For immediate release*



## **Free skiing and snowboarding for children at Winterlude in Gatineau**

**Terrebonne, February 2, 2024** –Winterlude is getting ready to open and families in the greater Gatineau and Ottawa regions are invited to bring their children for a first gliding experience at the Domaine des flocons in Gatineau. A miniature ski slope has been set up, and children aged 5 to 8 are invited for a **free introduction** to ski and snowboarding. The activity called MySnow Experience is open during [Domaine des flocons](#) opening hours, as part of Gatineau's Winterlude festivities, from February 3 to 19, 2024. MySnow Experience is orchestrated by the Quebec Ski Areas Association.

### **A 20-year well-established activity**

Part of the Winterlude's program since 2004, MySnow Experience has been introducing on average 3,000 children to the activity every winter. This complete and recognized program brings parents and grandparents to be confident that their little skiers and snowboarders will enjoy a safe, fun and invigorating experience. The free offer includes the complete equipment loan (with helmet). The dynamic on-site instructors take charge of the short initiation and offer the children some great gliding tips on the small training slope. Apart from your child, all you need to bring is a big smile, a little willpower, and a hat without a pom-pom (to make helmets easier to wear)!

### **A follow-up initiation at a real ski resort?**

That is the whole point of the MySnow Experience. Each participating child will receive an invitation to subscribe to the Never Ever Days program, presented by Sports Experts, which will enable him or her to continue learning to ski and snowboard at a real ski resort, including a lesson with a certified instructor, full equipment rental and access to the learning zone at a cost of \$29.95. More than 40 participating resorts offer availability for the Never Ever Days program, including these Outaouais resorts:

- Camp Fortune
- Sommet Edelweiss
- Mont Cascades

### **Outdoor activities, the best way to enjoy winter!**

The Winterlude in Gatineau is the perfect opportunity to make the most of winter conditions, especially with all the activities on the program in the surrounding area, including skating on the Rideau Canal, snow tubing, the Infinite Cave and the ice dig, among others. Families can visit [canada.ca](#) to find out more about MySnow Experience, schedules and activities at Winterlude Gatineau.

### **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 50,000 young people are introduced to snow sports through the various ASSQ programs.

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