

Where to find snow? Look no further than the ski resorts!

Terrebonne, February 20, 2024 – School Break is just around the corner, and the one activity that brings together each family member and ensures a successful week off will undoubtedly be a visit to the mountains! More than ever, the resorts are covered with snow, and the quality time spent on the slopes at over 70 ski resorts is sure to please local families.

How does the magic of snow work in ski resorts?

Ski resorts are well equipped to deal with weather variations, as we have experienced in the last few weeks. No thaw scares them off! They each hold an arsenal of high-performance snow guns and snowmaking systems, as well as grooming machines. They also use clever techniques to make snow appear in strategic areas of the mountain, to please all ski and snowboard enthusiasts.

- Snowmaking (yes, several resorts have restarted snowmaking in February)
- Snow reserves to cope with periods of rain and thaw
- Snow depth gauges for optimized snow management
- Careful trail grooming
- Etc.

Unlike other winter activities, such as cross-country skiing, snowshoeing, or skating, which can suffer from a lack of snow and thawing temperatures, downhill skiing remains a highly enjoyable activity, whatever the weather. "Ski resorts have no shortage of snow, and the difference between urban and mountain landscapes is striking. Don't worry, there's plenty of snow on the mountains!" says Josée Cusson, Communications-Marketing Director of the Quebec Ski Areas Association.

School Break on the ski slopes = fun for everyone!

Ski resorts have prepared some great themed activities for all ages, for the School Break week. Day camps, treasure hunts, entertainment at the base of the mountain, shows and celebrations of all kinds... but the greatest activity of all remains skiing. And the proof: last year, 33% of the season's visits took place during School Break week. It's up to winter sports enthusiasts to make the most of winter... and the snow!

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.

- 30 -

Source:

Sophie Leblanc-Leroux

Digital Communications Coordinator

Quebec Ski Areas Association (ASSQ)

media@assq.qc.ca

450 765-2020

www.maneige.ski

Photos: There is plenty of snow in the ski resorts!

Mont Sutton, credit Bernard Brault

Mont-Orford, credit Mont-Orford

