



Never ever days : The Package to Learn to Ski in Quebec

Terrebonne, December 5, 2024 – As the ski season gradually begins in various regions of Quebec, the Quebec Ski Area Association (ASSQ) is launching its introductory package, **Never ever days**, presented by **Sports Experts**. Starting today, it is possible to book your introduction to skiing or snowboarding at one of the participating ski areas across 13 regions in Quebec. Beginning December 22 and running throughout the season, this is a unique opportunity for individuals aged 5 and older to discover the joys of winter sports with an affordable package.

2 equipment rentals + 2 mountain visits + 1 skiing or snowboarding lesson = \$29.95

Skiing or snowboarding for the first time doesn't have to be expensive! Offered at such a low price, the *Never Ever Days* package includes two mountain visits with all equipment rental as well as a ski or snowboard lesson on the first day. Aimed at facilitating access to snow sports, this fun and affordable package offers a discount of up to 80% compared to standard pricing.

Quotation

"Making snow sports more accessible has always been a priority for the industry. This initiative is possible thanks to the generous contributions of our participating ski areas. This year, our goal is to introduce over 7 000 people of all ages and from all backgrounds to snow sports through this affordable package," says Josée Cusson, Director of Communications and Marketing at the ASSQ.

An Excellent Gift Idea Available Online

A memory to last a lifetime... Nothing is more meaningful than creating lasting memories, and *Never Ever Days* proves to be an accessible gift idea. Simply purchase it online at maneige.ski, the ASSQ's platform where you'll also find schedules and availability at participating ski areas. Availability is unique to each ski area. Starting now and throughout the winter season, ski areas will continue to add new spots as they become available, so check back often to find your perfect date.

About the ASSQ and the Industry

For over 40 years, the ASSQ has represented and defended the interests of Quebec's ski areas. A non-profit organization, it promotes the practice of snow sports, improves the customer experience, and supports ski area performance to ensure the industry's sustainability. Through campaigns like *Never Ever Days*, the Association helps fund industry activities. As a result, over 30,000 people discover skiing or snowboarding annually, contributing to a growing love for winter sports and healthier lifestyles.

In today's context of climate change, the ASSQ remains committed to helping the industry and the public adapt to the evolution of ski areas and their activities. It strives to foster an environmentally sustainable and inclusive skiing environment while assisting its members in embracing new industry realities.

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Source: Lisa Marie Lacasse, for the Quebec Ski Area Association

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