



PRESS RELEASE

For immediate release

The ASSQ brings the mountains to the Glissades Gamelin in Montreal's Quartier des Spectacles!

Terrebonne, January 23, 2025 – The Association of Quebec Ski Areas (ASSQ) is proud to announce the inauguration of a unique project in collaboration with the Quartier des spectacles Partnership in Montreal: **Let's discover winter together**. This project is based on four main components: instilling a love for winter, introducing and educating people about snow sports, raising public awareness about winter activities (how to make snow), and offering festive entertainment.

A winter space in the heart of the city

The Glissades Gamelin transforms the heart of Montreal into a true winter playground designed to bring together outdoor enthusiasts of all ages. This inclusive initiative features a refrigerated slide and specially designed trails for snow sports initiation, providing a safe and welcoming experience. Whether for families, children discovering sliding sports for the first time, or adults looking to reconnect with the joys of winter activities, the Glissades Gamelin are accessible to everyone, regardless of their skill level.

In addition to the slides available on-site, the ASSQ will highlight interactive and educational zones to help visitors learn more about winter sports. There will also be cozy spaces to relax and enjoy the festive atmosphere in the heart of the city. With easy access and activities designed for all ages, this project aims to make winter more inclusive, dynamic, and appealing for the urban community.

A connection between nature and urban life

This marks the first edition of a project that will undoubtedly evolve over the years. This innovative partnership reflects the ASSQ's mission to promote the benefits of winter sports and introduce Quebec ski areas to a broader audience.

“The collaboration with the ASSQ and welcoming the Glissades Gamelin into this space allow us to create a unique connection between Montreal and ski areas across the province. Discovering snow sports in an urban station at the heart of the city offers a unique opportunity to initiate newcomers to winter activities and take the first step toward embracing everything winter has to offer. This partnership strengthens our vision of making the Quartier des spectacles a one-of-a-kind winter destination,” said **Éric Lefebvre**, Executive Director of the Quartier des spectacles Partnership.

Josée Cusson, ASSQ's Director of Communications and Marketing, added: “This project reflects our commitment to introducing snow sports to more Quebecers. The Glissades Gamelin provides the

perfect opportunity to experience winter differently while encouraging visitors to explore ski areas across the province. We aim to celebrate winter and share our passion for the mountains!”

Come experience winter!

The Glissades Gamelin are open to the public from Wednesday to Sunday until March 9, 2025. Equipment rentals (snowboards for ages 12 and under, snow scooters, and sleds) are free! Join us to discover a space that combines fun, learning, and accessibility for all. For more information, visit [the official website](#).

About the ASSQ

For over 40 years, the ASSQ has been dedicated to representing and defending the interests of Quebec ski areas. As a non-profit organization, the ASSQ promotes snow sports, enhances the customer experience, and supports ski area performance to ensure their sustainability. Through initiatives like the Ski Passe-Partout, which helps fund the Association’s activities, over 30,000 young people each year are introduced to skiing and snowboarding for free while promoting healthy lifestyle habits.

In the context of climate change, the ASSQ is expanding its mission to support the ski industry and the public in adapting ski areas and mountain activities. The organization is committed to fostering sustainable practices and helping its members adapt to the changing realities of the ski industry.

About the Quartier des spectacles and its Partnership

As the cultural heart of Montreal, the Quartier des spectacles boasts the highest concentration and variety of cultural venues in North America and hosts numerous festivals and events. The district features innovative urban installations, showcasing cutting-edge disciplines like lighting design, immersive environments, and interactive digital spaces. The Quartier des spectacles positions Montreal as an international leader in the animation of public spaces, both in summer and winter.

Founded in 2003, the Quartier des spectacles Partnership is a non-profit organization representing over 85 active members in the area. The Partnership oversees cultural programming, manages and animates public spaces like the Tranquille Esplanade skating rink and Émilie-Gamelin Square, and promotes the district as a must-see cultural destination. The Partnership benefits from the support of the City of Montreal.

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Photos attached.