

PRESS RELEASE

For immediate release



Free Ski and Snowboarding Initiation at Gatineau's Snowflake Kingdom

A hands-on experience for children

Terrebonne, January 31, 2025 – Snowflake Kingdom is a fantastic playground that's part of the winter festivities of Gatineau's Winterlude. Starting tomorrow, Saturday, February 1st, the Association of Quebec Ski Areas (ASSQ) will be on-site, inviting families from the greater Gatineau and Ottawa area to try skiing or snowboarding as part of its Maneige Experience program.

A miniature ski slope has been set up for children aged 5 to 8, where they can enjoy a free introduction to skiing and snowboarding, following the opening hours of [Snowflake Kingdom](#). On-site, families can maximize their outdoor fun with tubing slides, snow sculptures, and other organized activities.

A turn-key tradition that lasts: Over 60,000 children introduced

The ASSQ has been offering the Maneige Experience at Gatineau's Snowflake Kingdom since 2004. On average, 3,000 children are introduced to skiing each winter. With a turn-key activity like Maneige Experience, young skiers and snowboarders enjoy a safe and fun experience. Parents appreciate the simplicity: the free rental equipment includes helmets, so there's no need to bring your own gear. The energetic instructors take charge of the short initiation, providing children with memorable first descents on the mini training hill.

Continue the adventure at a real ski area – at a low cost

After their introduction to skiing through the Maneige Experience, each child receives an invitation to register for the [Never Ever Days package](#), presented by Sports Experts, to further their learning at a real ski area. This initiation package is the most affordable option available: it includes a lesson with a certified instructor, full rental equipment, and access to a learning zone for just \$29.95. Over 40 ski areas offer this package, including Camp Fortune, Sommet Edelweiss, and Mont Cascades in the Outaouais region.

About the ASSQ and the industry

For over 40 years, the ASSQ has been 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 the performance of ski areas to ensure their sustainability. Through initiatives like Maneige Experience, the ASSQ helps make skiing and snowboarding accessible to all, encouraging families to discover the joys of winter.

30,000 young people each year are introduced to skiing and snowboarding for free, helping promote healthy lifestyles.

In the context of climate change, the ASSQ is expanding its mission by guiding and engaging the public in the evolution of ski areas and mountain activities. It seeks to promote environmentally sustainable practices and to support its members in adapting to new realities in the industry.

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Photo attached.

