



Press release

For immediate release

INVESTING SO THAT VIRTUAL BECOMES REALITY

Saint-Sauveur, December 21st 2010- Mont Saint-Sauveur is proud to reinforce its position as to Mont Avila's snowpark development, in order to make this winter sport grow.

For the 8th year in a row, Mont Avila will focus its energy and efforts on making adrenaline junkies have the time of their life. This season, efforts will be deployed in order to draw the new snowboarders and freeski's attention. « 22 new features have been created for the snowpark, including 4 *boxes*, 7 *rails* and 11 *jibs*, some especially designed for beginners who wish to progress in that sport », says Sebastien Gauthier, the park rangers' new Team Manager.

The station invests more than 40 000\$ this season in extreme winter sports. « Always wanting to innovate, we commissioned a specialized team, whose purpose is to find new features and be aware of new trends, which will surely give ski lovers new thrills » confirms Mont Avila's Clients' experience Director, Christian Dufour. Besides the numerous additions, Mont Avila's half-pipe will be transformed into new features which will please a wider range of skiers and snowboarders. « Despite the fact that the half-pipe's disassembly will create a little commotion for the enthusiasts, we are confident that the budget granted to this feature will allow many improvements on the site, having a positive impact for a majority of snowboarders and skiers » mentions Christian Dufour.

Furthermore, the station has also implanted a new cutting edge sound system, shaking up the mountain. Also, in order to emphasize the idea of living an exclusive experience, a double door has been installed at the Snowprk's entrance, inviting the public to enter a private world, an enigmatic estate.

In order to improve the service offered to newcomers, the ski station also confirms an additional 20 000\$ investment at Mont Avila's Babalou snow school slope. « This is a very important market for our industry. Those investments will help us offer a unique and exceptional service to our clients and help those who never enjoyed the outdoors, discover the joys of winter activities in Quebec», says Christian Dufour. Combined to the 200 000\$ operations budget, the Laurentians' resort will invest this year more than 240 000\$ to entertain adrenaline junkies.

Mont Avila opened its doors on December 17th at 3 p.m. The Snoprk's full operational day is set to open just in time for Christmas vacations. Until then, our snow guns are working overtime to make Mont Saint-Sauveur ENCORE and forever a white mountain!

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