



J. ARMAND BOMBARDIER
MUSEUM

NEWS RELEASE
FOR IMMEDIATE RELEASE

***The past comes to life at the J. Armand Bombardier Museum
during the 'Valcourt Experience' within the BRP Club event***

Valcourt, July 5, 2011 – For several months now, the J. Armand Bombardier Museum has been preparing to relive the past when 2,600 Bombardier Recreational Products (BRP) dealers will gather in Valcourt, from July 11 to July 16.

As a guardian of Joseph-Armand Bombardier's legacy, the museum is proud to lend its support to the historical component of *the Valcourt Experience* which the dealers will enjoy at the BRP Club.

« The Museum and Bombardier Recreational Products are inextricably linked to one another », explained Mario Landry, Director of the J. Armand Bombardier Museum. « BRP continues the legacy handed down by Joseph-Armand Bombardier and the Museum is the guardian of that legacy. Through our involvement in the BRP Club event, we want to contribute towards and maintain the passion that is the driving force behind Mr. Bombardier's significant contribution to the transportation world. We intend to offer participants a unique experience, filled with emotion and memories of the past! ».

The Museum, which is celebrating its 40th anniversary, will be livelier than ever during this very special week. For the first time, a theatrical animation will introduce each of the Museum exhibitions, taking the place of the guides who normally show visitors around.

At the Garage Bombardier for example, (the original garage used by Joseph-Armand Bombardier) visitors will encounter a mechanic from the 1940s working on an authentic B12 snowmobile. In 1959, they will come across Marie-Jeanne DuPaul, secretary, treasurer and a shareholder at L'Auto-Neige Bombardier Limitée, in the midst of an exhibit which relates the inventor and entrepreneur's most significant inventions. A snowmobiler from the 1970s will be at the *l'Exposition internationale sur la motoneige (International Snowmobile Exhibition)* describing leisure in its heyday. Next, a pilot will play host at *Bombardier aujourd'hui (Bombardier Today)*, a temporary exhibition that opened last May, which gives an overview of how the Valcourt enterprise grew to become a major multinational corporation. Finally, Madame Janine Bombardier, Joseph-Armand Bombardier's daughter and President of the J. Armand Bombardier Foundation, will send a message by video, testifying to her father's dream.

During this special event week, the Museum will be open to the public – free of charge – from 10 a.m.- 5 p.m. (except Wednesday, July 13th, when the doors will close at 3 p.m.). For the complete animations schedule, visit museebombardier.com.



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About the J. Armand Bombardier Museum

Located in Valcourt in the Eastern Townships, the J. Armand Bombardier Museum (bombardiermuseum.com) showcases the life and work of the renowned inventor and entrepreneur, Joseph-Armand Bombardier. This privately funded museum also describes the evolution of the snowmobile industry and the key role played by this visionary Quebecer, who almost single handedly launched the snowmobile industry.

About the J. Armand Bombardier Foundation

The mission of the J. Armand Bombardier Foundation, created in 1965, is to carry on the humanitarian work of Joseph-Armand Bombardier and to contribute towards the realization of Bombardier Inc's vision of social responsibility. (Bombardier Inc. was founded by the inventor in 1942.) The Foundation is very involved in education, community support, health and arts and culture. It also plays a crucial cultural role through the J. Armand Bombardier Museum and the Yvonne L. Bombardier Cultural Centre in Valcourt.

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For more information, or if you would like to set up an interview, please contact:

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