

J. Armand Bombardier Museum teams up with pilots to support educational success

Valcourt, February 1, 2012 – Several pilots taking part in the Grand Prix Ski-Doo® de Valcourt have accepted the J. Armand Bombardier Museum’s invitation to meet youth to promote their attendance at school. On February 16, Dave Asselin, Sabrina Blanchet, Danny Poirier, and Jennifer Parent will each lead a 30-minute discussion at the Museum as part of the Hooked on School Days project.

The discussions with pilots will focus on the demands of competition, their education and that of their technical team, and the ways they balance a passion for racing and professional life. The talks are offer to the general public free of charge. The complete schedule will be published on the Museum’s Web site at **bombardiermuseum.com**.

This initiative by the Museum complements its workshop on Joseph-Armand Bombardier’s example as a leader, provided since last September free of charge to secondary IV students from the Eastern Townships. The sessions make students aware of self-initiative and leadership and promote educational perseverance through an inspiring model. 400 students attended the session so far. The workshop speaks to students at a crucial moment in their path as many start questioning their choice of career.

About Hooked on School Days

Held annually during the third week of February, the Hooked on School Days event corresponds to a critical period of the school year for pursuing education. Started in 2005 in the Montérégie area, Hooked on School Days will this year take place in 14 regions of Quebec. Each area organizes and celebrates the event according to its regional needs, with the support and cooperation of local and regional stakeholders.

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For further details:

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