



NEWS RELEASE

For immediate release

ATTENTION TRAVEL, CULTURE AND SPORTS WRITERS

Free entry and meet the artist at the J. Armand Bombardier Museum and the Yvonne L. Bombardier Cultural Centre in Valcourt

Valcourt, July 13, 2010 – On Saturday July 24, from 10am-5pm, the J. Armand Bombardier Museum in Valcourt is giving free entry to visitors who can provide a photograph of themselves with a recreational vehicle. Being able to visit the Museum for free is a great opportunity to enjoy *L'ingéniosité signée J. Armand Bombardier... Le système barbotin-chenille*, (*The Ingenuity of J. Armand Bombardier...The sprocket wheel/track system*), an impressive new exhibition. It showcases the 75th anniversary of the invention of the sprocket wheel/track system (developed by Joseph-Armand Bombardier) which revolutionized transportation over snow and difficult terrain.

Exhibition highlights

The exhibit area for *L'ingéniosité signée J. Armand Bombardier... Le système barbotin-chenille* is divided into three themed zones – the precursors, the birth and the evolution of this ingenious mechanism that was invented in 1935. For a unique experience, climb aboard an authentic B12 CS 1950 snowmobile. It will whisk you back in time, to the 1940s and 50s. A crowd pleaser for sure! Five vehicles are on display, including the famous 1951 TN (Narrow Truck). Only 122 of these vintage vehicles were ever made. A guided tour will make your visit to the J. Armand Bombardier Museum even more enjoyable. Ask about our package that combines a visit to the museum and the nearby BRP factory where recreational vehicles are manufactured.

Meet the artist at the Yvonne L. Bombardier Cultural Centre

On Sunday, July 25 and Tuesday, August 17, from 1:30pm onwards, Sherbrooke artist Hélène Richard will be at the Yvonne L. Bombardier Cultural Centre (centreculturelbombardier.com) to give a guided tour around her exhibition *L'herbier pictural (The Pictorial Herbarium)*, which runs until September 6. This free activity allows visitors to discover some 60 textured, colorful works depicting the wild flowers of Quebec and it gives an insight into the artist's unique approach to her craft – an instructive session and a marvellous opportunity to spend time with this talented woman. Reservations are required – (450) 532-5300. By phoning the same number, you can also enroll your children in *My pictorial Herbarium*. This free activity aims at 5-10 years old and it includes a visit of the exhibition, followed by a hands-on session during which they are shown how to create a page of dried flowers. Don't miss this opportunity for the kids to have fun and to learn something new at the same time! Another exhibition, *Dans la naissance des choses (The Birth of Things)* by multidisciplinary artist Muriel Faille, is also running at the Cultural Centre (Mezzanine floor - until September 6).



About the J. Armand Bombardier Museum

Located in Valcourt, in the Eastern Townships, the J. Armand Bombardier Museum showcases the life and work of the renowned inventor and entrepreneur Joseph-Armand Bombardier. The privately funded Museum also tells the story of the snowmobile industry, which was in large part launched by this Quebec visionary. The J. Armand Bombardier Museum is open daily from 10am-5pm from May 1 through Labour Day. Admission is \$7 for adults, \$5 for students and seniors and \$15 for families. Admission is FREE for children 5 and under.

About the Yvonne L. Bombardier Cultural Centre

In existence for more than 35 years, the Yvonne L. Bombardier Cultural Centre, was named in honor of the wife of the famous inventor Joseph-Armand Bombardier. We offer a high-quality visual arts program – an outstanding showcase for artists. The Cultural Centre is open year round and admission is FREE. Guided tours offered to groups upon reservation only. Consult our Web site for the program of activities and schedule.

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