



J. ARMAND BOMBARDIER
MUSEUM



News Release
For immediate release

Nonstop action at the 29th edition of the Grand Prix Ski-Doo® de Valcourt

Valcourt, February 21, 2011 – Once again this year visitors were welcomed, free of charge, at the J. Armand Bombardier Museum, during the Grand Prix Ski-Doo® de Valcourt. From February 17-20, more than 2,300 people participated in the different family activities, and learned about the life and work of Joseph-Armand Bombardier, the great Quebecois inventor.

A place for family fun

On Saturday, February 19th, a range of activities were organized on the J. Armand Bombardier Foundation sites in Valcourt, delighting young and old. A smile on their faces, some 400 people had the opportunity to take a short ride aboard an authentic antique snowmobile – the 1947 B12. 60 youngsters attended the modelling workshop and story telling hour at the Yvonne L. Bombardier Cultural Centre, right across the street from the museum. As well, during the afternoon, visitors enjoyed a session of cardio exercises in the fresh air – just the thing to fire them up with energy! They also visited the temporary exhibition *L'ingéniosité signée J. Armand Bombardier... Le système barbotin-chenille (The ingenuity J. Armand Bombardier... The sprocket wheel/track system)* which wound up on February 20th, while snowmobile enthusiasts were able to preview the brand new R. Motion suspension for the 2012 MXZ Ski-Doo® snowmobile.

Annual gathering of antique snowmobile collectors

More than 100 antique snowmobile collectors from every corner of Quebec gathered at the J. Armand Bombardier Museum on Saturday, February 19. The original, diverse vehicles on display proved to be real crowd pleasers. «*We always look forward to this important annual gathering which we prepare with a great deal of enthusiasm. We're much honored to have you with us during this year of celebrations commemorating the 40th anniversary of the Museum*», said Mario Landry, the director of the J. Armand Museum, during the cocktail reception held in the dining area. «*Monsieur Bombardier would be delighted to meet people like yourselves who are so passionate and who love the beautiful little machine to which he devoted an enormous amount of research and energy*», added Madame Lyne Lavoie, Executive Director of the J. Armand Bombardier Foundation. Once again, this turned out to be a memorable day for all concerned – organisers and visitors alike. See you at the next gathering - February 2012!

Opening hours and entry fees

The J. Armand Bombardier Museum (bombardiermuseum.com) is open from 10am-5pm, every day except Monday. The entry fee is \$7 for adults, \$5 for children and seniors and \$15 for a family. Children 5 years and under are free. Book a package that combines a museum visit with a tour of the nearby BRP plant where Bombardier's recreational vehicles are manufactured. The cost of the package (weekdays only) is \$12. Minimum age is 14.

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