

NEWS RELEASE

*ATTENTION: ASSIGNMENT EDITORS
AND TOURISM, CULTURE AND SPORTS COLUMNISTS*

**Joseph-Armand Bombardier centennial celebration continues
with two new exhibits in Valcourt**

Valcourt, Quebec, April 4, 2007 – You can feel the festive atmosphere in Valcourt as the J. Armand Bombardier Foundation prepares to celebrate the 100th anniversary of the inventor and entrepreneur's birth on April 16.

April 14: Museum exhibit "The Adventure Continues..." opens

The celebrations begin on April 14, with the opening of a new temporary exhibit on the history of Bombardier Inc., at the J. Armand Bombardier Museum. Titled "The Adventure Continues..." the exhibit shows how the founder's heirs succeeded in propelling the company to the rank of world leader in the transportation industry.

To mark the launch of the exhibit, which runs until February 10, 2008, the museum will be open as a special occasion on Monday, April 16, and admission on April 14, 15 and 16 will be free. This will also be a great opportunity for visitors to discover the new permanent exhibition on the life of inventor, "Joseph-Armand Bombardier: Inventor and Entrepreneur," which opened in February.

April 15: Memorial mass

Sunday, April 15, will feature a memorial mass at 10:30 AM at the Saint Joseph Parish Church in Valcourt. Local residents and employees who knew or worked with the inventor will join members of the Bombardier family for the occasion. The Valcourt Knights of Columbus will also be on hand to pay tribute to Joseph-Armand Bombardier, who founded Knights of Columbus Council 3207 in 1949.

April 16: Art exhibit "Frederick S. Coburn • J. Armand Bombardier: Art and Technology in the Val-Saint-François" opens

The next day from 10:00 AM to 5:00 PM, on Joseph Armand Bombardier's 100th birthday, the celebration shifts to the Yvonne L. Bombardier Cultural Centre, with the opening of the exhibit "Frederick S. Coburn • J. Armand Bombardier: Art and Technology in the Val-Saint-François."

The exhibit, which runs until September 16, 2007, highlights the link with the J. Armand Bombardier Museum by presenting a major selection of works by Frederick Simpson Coburn (1871-1960), whose fame today rests largely on his paintings on the theme of winter travel. Some 40 canvases and drawings selected by curator Monique Nadeau-Saumier, illustrate the rugged winter labours of loggers and lumberjacks, as well as the pleasures of winter travel in the Eastern Townships region... images of the very countryside and way of life that inspired Joseph-Armand Bombardier in his determination to create the major advances that would benefit logging operations, transportation and winter travel in Quebec.

About the J. Armand Bombardier Foundation

The J. Armand Bombardier Foundation was created in 1965 to carry on the humanitarian mission of Joseph-Armand Bombardier and to contribute to the social mission of the company he founded in 1942, Bombardier Inc. The Foundation is involved in the fields of education, health, philanthropy and charity, and humanitarian causes, as well as arts and culture. It also supports two cultural institutions in Valcourt: the J. Armand Bombardier Museum (museebombardier.com) and the Yvonne L. Bombardier Cultural Centre (centreculturelbombardier.com).

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