

**PRESS RELEASE**

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

## **100th anniversary of Joseph-Armand Bombardier: Valcourt hosts two new exhibits in 2007**

**Valcourt, November 15, 2006** – In celebration of the 100th anniversary of Joseph-Armand Bombardier's birth, the J. Armand Bombardier Foundation (the Foundation) will present two new exhibits in Valcourt next year. Beginning February 8, the J. Armand Bombardier Museum will open a permanent exhibit called *Joseph-Armand Bombardier 1907, Birth of an Inventor*, and beginning April 15, the Yvonne L. Bombardier Cultural Centre (named after the founder's wife) will host an exhibition of the works of artist Frederick Simpson Coburn.

### ***Joseph-Armand Bombardier 1907, Birth of an Inventor***

Focusing on the life and achievements of Joseph-Armand Bombardier (1907-1964), *Joseph-Armand Bombardier 1907, Birth of an Inventor* takes visitors on a journey of discovery through the history of the Ski-Doo® snowmobile, which now boasts tens of millions of fans worldwide. The exhibit also explores the origins of the world transportation leader, Bombardier Inc.



*Joseph-Armand Bombardier 1907, Birth of an Inventor* is designed to awaken the senses. A number of vehicles are presented together to portray the evolution of this visionary's body of work. Visitors will see how this Valcourt native advanced from building his first vehicles, powered by Ford engines, to perfecting the track and sprocket that led to the development of the B7 snowmobile. They'll also discover the history behind the popular B12 snowmobiles, sold across Canada in the 1940s to transport schoolchildren and mail. Finally, visitors will learn how Joseph-Armand Bombardier invented the Ski-Doo, at last achieving his dream to build a small, personal vehicle. To illustrate the arc of this innovative career, 14 vehicles, including a fully restored BCarrier, will be on display in the centre of a historic fresco decorated with a hundred photos and documents that bear witness to the life of the inventor.



**B12 snowmobile, 1947**

### ***Frederick Simpson Coburn / Joseph-Armand Bombardier Art and Technology in the Val-Saint-François***

From April 15 to September 16, 2007, just across the street from the Museum, visitors will also have the opportunity to visit an extraordinary exhibit of the works of Frederick Simpson Coburn (1871-1960) at the Yvonne L. Bombardier Cultural Centre.

To celebrate Joseph-Armand Bombardier's centennial, the Centre has carefully selected some of the Coburn's most famous works on the theme of winter transportation. Like Joseph-Armand Bombardier, Coburn was renowned at home and abroad, in his case for his landscapes of the St. Francis River Valley in the heart of the Eastern Townships.



*At Acton Vale, 1940*  
MBAM Collection

The more than twenty paintings and sketches, borrowed from the collections of the Montreal Museum of Fine Arts, the Musée national des beaux-arts du Québec, the Sherbrooke Museum of Fine Arts and private collections, illustrate the grueling work of cutting and hauling logs and the pleasure of country outings in Coburn's native land. These are the same places Joseph-Armand Bombardier roamed as he dedicated himself to improving the conditions of the logging industry and transportation to make winter travel easier for both work and pleasure.

#### **Opening hours and price of admission**

In the winter, the J. Armand Bombardier Museum ([museebombardier.com](http://museebombardier.com)) is open every day from 10:00 AM to 5:00 PM, except Monday. The price of admission is \$7 for adults, \$5 for students and seniors and \$15 for families. Admission is free for children 5 and under. Touring the museum typically takes about an hour and a half.

The Yvonne L. Bombardier Cultural Centre ([centreculturelbombardier.com](http://centreculturelbombardier.com)) is open Tuesdays, Thursdays and Fridays from 10:00 AM to 5:00 PM, Wednesdays from 1:00 to 8:30 PM, and Saturdays from 10:00 AM to 3:00 PM, from Labor Day to June 24. Admission is free.

#### **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, as well as arts and culture. It also supports two cultural institutions in Valcourt, the J. Armand Bombardier Museum and the Yvonne L. Bombardier Cultural Centre.

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