

Media Invitation

FOR THE ATTENTION OF
TOURISM, CULTURAL AND SPORTS COLUMNISTS ASSIGNMENT EDITORS

The ingenuity of Joseph-Armand Bombardier... The sprocket wheel/track system

Valcourt, March 16, 2010 – The J. Armand Bombardier Museum is pleased to invite you to the opening of a special exhibit commemorating the invention of the sprocket wheel/track system celebrating the 75th Anniversary of this ingenious mechanism that forever changed the development of transportation on snow and rough terrain. Honorary chair of the event is Mr. J. R. André Bombardier, son of the renowned inventor. Visit bombardiermuseum.com for more details.

WHEN: Thursday, March 25, 2010

TIME: 3:00 pm to 4:30 pm

Tour of Exhibit and possible interviews with:

J. R. André Bombardier, son of the inventor

Mario Landry, Director of J. Armand Bombardier Museum

Guy Pépin, Project Manager and Curator Restorer at the J. Armand Bombardier Museum

Joseph Leclair, Former Employee of L'Auto-Neige Bombardier Limited, who has worked closely with Joseph-Armand Bombardier

5:00 pm - Official Opening and Cocktail Reception

WHERE: J. Armand Bombardier Museum

1001 J.-A. Bombardier Avenue

Valcourt, Quebec

(A map is available on the Museum's web site at bombardiermuseum.com)

Guest of Honour: Mr. Fassi Kafyeke, ing., Ph.D.

Director Strategic Technology, Bombardier Aerospace

About the J. Armand Bombardier Museum

Located in Valcourt, in the Eastern Townships, the J. Armand Bombardier Museum (bombardiermuseum.com) 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.

- 30 -

For more information, to request an interview the day of the event, please contact us:
Carole-Anne Ménard, (450) 532-1525 or c.menard@fjab.qc.ca