



## PRESS RELEASE



### The Québec Federation of Snowmobile Clubs (FCMQ) offers a promising environment!

Montréal, October 15, 2009 – The 2009 Motorized Recreational Sports Show (SSRM) will open its doors tomorrow, Friday the 16<sup>th</sup> of October, 2009, in Québec City, under the direction of the Québec Federation of Snowmobile Clubs (FCMQ), owner and organizer of the event. Thus, the FCMQ will demonstrate its role as leader in the Québec snowmobile sector. Once again this year, the FCMQ will innovate by offering snowmobilers **an enhanced interactive map built on Google Maps, the powerful map search engine**. The map not only allows to more efficiently calculate distances, it also offers alternate itineraries optimized on the basis of departure and arrival locations. The actual trail conditions for the region of Québec-Charlevoix will also be put forward as a pilot project for next season. In winter, over 6,000 people visit the FCMQ's website every day.

**Photos illustrating the FCMQ's interaction with the highest orders of government** will also be presented at the Federation's stand. For example, the FCMQ was present to hear Stephen Harper, Prime Minister of Canada, at the International Snowmobile Congress held in June 2009, and welcomed Norman MacMillan, the Québec Minister for Transport, to its annual congress last September. "It is with great pride that we wish to illustrate, through these memories and great photos, how important the snowmobile sector is to our government representatives," declared Mario Côté, President of the FCMQ.

FCMQ administrators will be on hand to sensitize the visitors to the plan designed to ensure the division of the trails shared by both snowmobilers and quaders. The objective of project "**Snowmobile Quad, 2 Trails 2 Forces**" is to eliminate, within the next two years, the trails shared with the quaders. Over time, these trails have been extended and now jeopardize the safety of both snowmobile and quad users.

Be reminded that this year, **a percentage of the admission fees to the Show will be levied to collect funds for the FCMQ's environmental activities**. The encouraging report on the first year of the 5-year action plan is available on the FCMQ's website.

The SSRM will be held at the Centre de foires in Québec City (250, boul. Wilfrid-Hamel), from Friday the 16th to Sunday the 18th of Octobre 2009.

**Marcel Bouchard** is the official spokesperson for the event. The SSRM is presented by **insurance program MaxNeige (Aviva Élite) and VISA Desjardins**, in collaboration with the **Journal de Québec, FM93** and **TVA**. The FCMQ is the sole owner and organizer of the Motorized Recreational Sports Show.

**About FCMQ:** The Québec Federation of Snowmobile Clubs (FCMQ) strives to further the development and promotion of the practice of snowmobiling. The Federation's affiliated clubs manage the sale of trail permits for Québec's 33,000-kilometer trail network, and see to its development, planning, maintenance, signposting, and safety.