



## PRESS RELEASE

### Return of the Acadia of Lands and Forests' International Snowmobilers' Festival

Madawaska, ME, December 14, 2016 – The Acadia of Lands and Forests' International Snowmobilers' Festival will be back and will now include Quebec trails (Témiscouata sector). On January 20-22, 2017, snowmobile enthusiasts will be able to explore more than 930 miles (1,500 km) of trails in a snowmobilers' paradise located across New Brunswick, Québec and Maine. Participants will have the opportunity to snowmobile in two countries, two provinces and one American state during the same weekend.

More than just a snowmobile ride, this festival provides an enjoyable experience and a warm welcome – as the region and its local population are known for. People of Acadia of Lands and Forests are certainly welcoming and know how to have a good time. *“We are lucky to live in a region with first class lodging and accommodations connected to our snowmobile trails. The festival is an opportunity to showcase our infrastructures and enjoy them all at the same time.”* says Lise Ouellette, Chair of the Core Leadership Team.

#### **Festival Registration and Planned Activities**

Approximately thirty venues across Acadia of Lands and Forests will offer special incentives to the festival participants. Each stop at one of these strategic spots will allow snowmobilers to accumulate chances to win various prizes (cash prizes and goods) worth more than CAN\$10,000. Other activities will also be organized, including a casino night, a brunch as well as an exhibition and a testing session of antique snowmobiles.

Registration is mandatory to access all Acadia of Lands and Forests' trails. Visit [Acadiasnowmobile.com](http://Acadiasnowmobile.com) for more details. Registration cost is CAN\$39.99 per person and includes access to every activity.

Presented by the Core Leadership Team of the Acadia of the Lands and Forests, this festival is organized in collaboration with the region's snowmobile federations and clubs, and tourist development organizations, with the financial support of the Government of New Brunswick, the Regional County Municipality of Témiscouata, and the Maine Office of Tourism.

For more information about the festival or to register, visit [AcadiaSnowmobile.com](http://AcadiaSnowmobile.com) or call us at (506) 736-9976.

**About Us**

*The Core Leadership Team of Acadia of the Lands and Forests is a think tank, which acts on regional economic issues. It stimulates and facilitates regional collaboration by mobilizing stakeholders to leverage the strengths of the entire region and tackle common challenges. It implements a strategic plan that focuses on priority actions and concrete measurable outcomes to ensure the sustainable economic development of the region.*

**For more information or to schedule an interview, please contact:**

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