

Contact: Ed Klim
International Snowmobile
Manufacturers Association
Phone 517-339-7788
Fax 517-339-7798
EKlim@aol.com

1640 Haslett Road, Suite 170
Haslett, MI 48840

**International
Snowmobile
Manufacturers
Association**

Press Release

Snowmobiling – 2017-2018

Haslett, MI, August 29, 2017: There have been a few nips in the air and that can only mean that winter is on its way - hopefully bringing lots of snow, cold weather and great snowmobiling. On behalf of the International Snowmobile Manufacturers Association members – Arctic Cat, BRP, Polaris and Yamaha Motor Corporation, we are excited to announce the continuation and expansion of the ***Safe Riders! You Make Snowmobiling Safe*** safety campaign. The **Safe Riders!** materials include our updated snowmobiling fact book, brochures, posters, a safety DVD and decals for snowmobilers to use in supporting their safety campaign activities.

This year we invite all snowmobilers to participate in the **International Snowmobile Safety week** – January 20-28, 2018. This is a great time for clubs and associations, safety trainers, etc to take time to teach snowmobilers about safe riding. Many dealerships also support and help by putting on seminars, showing customers how to maintain their sleds to keep them running in top condition, and also promoting safety related activities. Visit the www.snowmobile.org website and download the Safety Week Campaign Action Manual which contains ideas on how to promote safety week and gives ideas for putting on safe events throughout the winter. Check out the website.

The Go Snowmobiling/Take a Friend Snowmobiling Campaign continues to grow as more people visit the website www.gosnowmobiling.org for information on how to get started in snowmobiling. The website is a great information source for all snowmobilers with links to other snowmobile related websites, state and provincial associations, and more. We encourage you to check out the www.gosnowmobiling.org site. You may wish to join in the Go Snowmobiling effort and ask some friends to go snowmobiling. Many people have tried snowmobiling for the first time with the experience resulting in the purchase of a snowmobile. That new snowmobiler can then become a club member, an

association member, and expand your friendship – all because you asked them to come along and try out your winter recreation of choice.

The **9th Annual Take a Friend Snowmobiling Week** is scheduled for February 10-19, 2018. You can grow your organization by partnering with local businesses and Chambers of Commerce to encourage your non-snowmobiling friends to join us for a time of fun. For information and ideas on holding a Take a Friend Snowmobiling event, visit www.gosnowmobiling.org. The Campaign Guide contains many great ideas.

We are looking forward to a great year and thank you for your support. If you have any questions or need any additional information, please visit our two websites:

www.snowmobile.org

www.gosnowmobiling.org

You can send us an email message and check out our latest releases. We also encourage you to “Like” our Facebook page at www.Facebook.com/GoSnowmobiling. We are expanding our Social Network and our Facebook page is growing! We hope you join us for fun snowmobiling interaction.

We are looking forward to a great year. See you on the trails soon!

#