



LOPPET

MONT-SAINTE-ANNE

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PRESS RELEASE

For immediate release

New amateur cross-country skiing event in March 2018 **The Mont-Sainte-Anne Loppet: A fresh new spring challenge**

Quebec City, Monday, February 26, 2018 – Cross-country skiing enthusiasts now have a new event to look forward to with the inaugural **Mont-Sainte-Anne Loppet** coming up on Saturday, March 31. With 48K and 25K freestyle distance races, 10K classic and freestyle distances and a 1.5K loop for young skiers, nearly 500 novice, intermediate and expert cross-country skiers are expected to take to the trails at Mont-Sainte-Anne. This new addition to the Quebec City cross-country calendar will be not only a sporting challenge, but also a fun way for skiers to wrap up the season.

“We want the Mont-Sainte-Anne Loppet to become an annual fixture, and most of all, we want cross-country skiers to have a blast and wrap up the season in style with this celebration of spring,” said Patrice Drouin, president of event producer Gestev on behalf of Quebec Winter Events Corporation. “We were inspired by the Vasaloppet in Sweden, which now attracts more than 15,000 skiers. We see great potential to grow this new event event bigger and better in the future!” Starting and finishing at the Rang Saint-Julien Lodge in Saint-Férréol-les-Neiges, the 48K and 25K courses are a unique opportunity for skiers to explore the Mont-Sainte-Anne backcountry and discover areas not usually open to the public! “We’re excited to be hosting a new event like this at Mont-Sainte-Anne and shining the spotlight on Canada’s biggest cross-country skiing centre. We hope the Loppet will not only attract elite skiers, but also inspire and draw newbies to this fantastic sport,” said Maxime Cretin, the new vice-president and general manager at Mont-Sainte-Anne.

The mayor of Saint-Férréol-les-Neiges, Parise Cormier, is also thrilled to be rolling out the red carpet for this new event. “It’s an honour for our town and the entire Côte-de-Beaupré region to celebrate the end of the season with an event that shines the spotlight on the newly renovated cross-country facilities at Mont-Sainte-Anne,” she said. “We’re proud to be involved in such a high-profile happening and are sure it will be a huge benefit for the community.”

Alex Harvey first to register

Saint-Férréol-les-Neiges native and locals’ favourite at the Olympics in PyeongChang, **Alex Harvey** was the first to sign up for the 48K distance at the Mont-Sainte-Anne Loppet this March 31, not just to ski on home snow again but also to rub shoulders with participants—and maybe even give them a few pro tips! “Skiing the trails right in my backyard after the Olympics is a dream come true,” said Alex Harvey. “I’ll officially be on vacation after a big season, but I’m stoked to be skiing at home again and baing a part of the inaugural edition of this event, which I hope turns into a regular happening and keeps growing bigger and better. Cross-country development here in Quebec is something that’s very important to me and I’m thrilled to see Gestev and Quebec Winter Events Corporation taking the initiative to get such an awesome amateur event off the ground.”

More information and registration details available at www.loppetmsa.com.



About Quebec Winter Events Corporation

The mission of Quebec Winter Events Corporation (QWEC) is to promote winter sports on home snow through international events including the Sprint Quebec FIS Cross-Country World Cup, Ski Tour Canada and the Cross-Country World Cup Finals, as well as the FIS Freestyle Ski and Snowboard World Cups at the annual Jamboree festival. In addition to attracting the world's top winter sport athletes, QWEC works hard to support the development of amateur sport through each of its events.

About Gestev

Founded in 1992, Gestev is a dynamic event management company specializing in happenings that make their mark locally as well as on the world stage. Over the years, Gestev has raised event management and production standards by adding a party twist to high-calibre sporting events, including music shows and live entertainment, while making competitions accessible to all. Jamboree, Red Bull Crashed Ice, Vélirium, Ski Tour Canada and Transat Québec Saint-Malo are just a few of the major events organized by Gestev. Gestev also manages the Baie de Beauport recreational site and is certified under the BNQ 9700-253 standard for responsible event management.

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