
The ASSQ invests in accessibility to snow sports offering 42,000 initiations ***A major leverage for the industry***

Terrebonne, March 27, 2023 - Spring and 'après-ski' season has begun, to the delight of skiers and snowboarders. As the last day of this busy ski season approaches, the Quebec Ski Areas Association (ASSQ) has already started to review its end-of-season report. **With the help of an investment of several hundred thousand dollars, and the support of valuable partners such as Burton, Rossignol, Sports Experts and the Ministère de l'Éducation, close to 42,000 initiations were conducted through various programs orchestrated by the ASSQ, targeting the next generation of skiers and snowboarders.** These programs reassess the organization's primary mission: to develop Quebec's next generation of skiers and snowboarders, insisting on accessibility to snow sports.

Free initiations in elementary schools

To reach young people from diverse backgrounds, the ASSQ is present in 24 school service centers, in 14 regions in Quebec. First and foremost, as part of the schools' **Iniski and Inisurf** program, it donates ski and snowboard equipment to these centers, which are then used in various ways, depending on the schools' preference. In general, physical education teachers introduce their students to the sport on the school grounds, while others organize school outings to a nearby ski resort.

Also in elementary schools, the ASSQ offers the **Snowboard Tour**, to 5–8-year-olds. Covering the Montreal, Eastern Townships and Quebec City regions, this tour is held in two stages. Instructors trained by the association travel to schools in the fall and winter, offering children a first contact with snowboarding during an indoor session (with the proper equipment); and a second one on snow.

Urban sites

In addition, the **MySnow Experience** program is reaching out to even more people by offering free initiation in urban areas for children aged 5 to 8. All winter long, free support and complete equipment rental, for school groups during the week and for the general public on the weekend, were offered on dedicated sites at the Centre de la Nature in Laval, the Centre plein air in Lévis and at Gatineau's Winterlude. MySnow Experience ended last week, initiating a total of 8,000 children.

Together, these initiatives bring the number of free initiations to 37,000 for the winter of 2022-2023; **37,000 smiles on the faces of children!** The ASSQ's programs for the next generation of skiers are made possible with the Ski Passe-Partout sales and the collaboration of partners : the Ministère de l'Éducation, Sports Experts, Burton and Rossignol.

Low-cost initiation outside of school

To achieve its mission, the ASSQ is not limited solely to initiations in schools and urban areas. Since there is no age limit to learn to ski, the **Never Ever Days program presented by Sports Experts** is open to everyone. Over the season, this program offered a lesson at a ski resort, with a certified instructor, as well

as a full equipment rental for as little as \$29.95. Valid for the entire season at 42 participating resorts in Quebec (places are limited), the ASSQ is pleased to announce that it has reached its goal of 5,000 Never Ever Days initiations.

"We wanted to put the pandemic behind us this winter and restart our initiation programs. Our goal was ambitious! We thank the participating ski areas for making it possible. Making winter sports and outdoor activities increasingly accessible, is a testament to a vision shared by the industry, in order to contribute to the healthy lifestyle of Quebecers," says Yves Juneau, President and CEO.

Inclusive programs

One of the main priorities for the ASSQ is that accessibility to snow sports be as broad as possible and that it reaches the territory's different cultures. In fact, [various initiatives](#) have been put forward this season with new Quebecers and newcomers.

About the Quebec Ski Areas Association

The ASSQ is a non-profit organization that represents and defends the interests of its 75-member ski areas, promotes the practice of snow sports and improves the quality of the product and the performance of the ski areas. Established in the ski industry for over 40 years, its mandate to develop the next generation of skiers and snowboarders in Quebec is achieved mainly through sales of financing products such as the Ski Passe-Partout. Each year, more than 50,000 young people are introduced to snow sports through the various ASSQ programs.

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Photos: [High-res images](#)

Videos: [Vox pop Never Ever Days \(French only\)](#) | [Never Ever Days launching day](#) introducing dozens of newcomers (2023)

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Sophie Leblanc-Leroux

Digital communications coordinator

Quebec Ski Areas Association

media@assq.qc.ca

450 765-2020

For information or to schedule an interview:

Lisa Marie Lacasse, for the ASSQ

info@lisamarielcommunications.com

418 573-6198