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## **INTRODUCTION TO SKI AND SNOWBOARD FOR A LOW PRICE** *Kick-off on December 18, at 40 participating ski areas*

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**TERREBONNE, December 8, 2022** – While the ski season is progressively underway<sup>1</sup> in many regions, the Quebec Ski Areas Association (ASSQ) is pleased to launch its ***Ma Première Fois (Never Ever Days)*** initiation program presented by Sports Experts, with a kick-off day on December 18, at 40 participating ski areas in 13 Quebec regions. This day is a golden opportunity for anyone (5 years and older) to discover the joys of winter by experiencing snow sports at a low cost.

### **Two visits to get started on skis or snowboard**

Open to everyone, the Never Ever Days program is divided into two specific visits. The first one, is to get a one-hour lesson in skiing or snowboarding, with full equipment rental and access to the learning zone at participating ski areas. For the second visit, the cardholder gets a free access to the resort and the learning zone, including equipment rental.

"Practicing a winter sport is the key to a healthy lifestyle during the cold season and this program helps to make winter sports and outdoor activities more accessible." shared Josée Cusson, Director of Communications and Marketing at the ASSQ.

### **How to register?**

It is very simple! Quebecers can take advantage of the program by visiting [boutique.maneige.ski](https://boutique.maneige.ski), and find the participating resorts and all the availability. From now on and throughout the winter, ski resorts will be adding new available time slots. It will be worthwhile to visit the website frequently and not miss this advantageous opportunity. Hurry, spaces are limited!

### **<sup>1</sup>Here are the details of the opening of the ski resorts by region:**

Even if a few rainy episodes have delayed the opening of some ski areas, no one should worry about it: a white Christmas is predicted on the ski slopes! To date, more than 15 ski resorts in eight regions have opened their doors.

To find out when the ski areas will open in your region, visit [maneige.ski](https://maneige.ski).

### **About the Quebec Ski Areas Association**

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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 30,000 young people are introduced to snow sports through the various ASSQ programs.

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**For more information, to schedule an interview or to get HR visual material, please contact:**

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