

BROMONT, MONTAGNE D'EXPÉRIENCES REWARDED FOR ITS ECO-RESPONSIBLE AND SUSTAINABLE INITIATIVES

Bromont, Thursday, May 30, 2024 – Bromont, montagne d'expériences won the Eco-responsible and Sustainable Initiatives Award at the Annual Gala of the Quebec Ski Areas Association (ASSQ) held on Wednesday, May 29, in Saint-Hyacinthe.

The resort had applied after receiving, earlier in May, a silver certification in Sustainable Tourism by GreenStep, North America's largest certification program for the tourism and hospitality industry.

"We are very proud of this recognition from our peers!" mentions Carole-Anne Ménard, Director of Customer Services and Sustainable Development Action Plan at BME. "It highlights not only the importance of our approach with GreenStep, but also the deep commitment of our teams to implement our eco-responsible actions. The future of the mountain depends largely on today's actions, and receiving this award reinforces our determination to continue our efforts."

For several years now, Bromont, montagne d'expériences has been committed to sustainable development and has taken concrete actions. In November 2021, Bromont, montagne de l'expérience decided to initiate a formal process and to include all these actions in a strategic plan.

Our actions for a sustainable future

Our most successful initiatives include the following:

- Free access to Mont Soleil for Bromont residents.
More than 600 Mont Soleil passes were issued during the 2023-24 season.
- Free ski lessons for beginners living in Bromont.
A total of 63 Bromont residents took advantage of this program during the 2023-24 winter.
- A shuttle service for 5 nearby condo properties.
Nearly 4,000 customers were shuttled during the 2023-24 ski season.
- A bottle sorting center.
More than 77,000 bottles and cans were diverted from landfill between May 1, 2023, and April 30, 2024.
- Affordable swimming lessons.
During summer 2023, pools from the Aquatic Park were available to 150 young Bromont residents, to learn to swim safely. This summer, we're tripling our capacity for swimming lessons.

For more information, visit <https://www.bromontmontagne.com/en/sustainable-development-actions/>

About Bromont, montagne d'expériences

[Bromont, montagne d'expériences](#) is one of the largest illuminated ski areas in North America, with 450 acres of skiable terrain, 141 trails including 32 glades, and 104 lit trails spread across 7 mountainsides. With 8 lifts, 3 magic carpets, over 1,500 snow guns, and regular grooming, conditions are guaranteed day and night.

For information

Evelyne Déry
Marketing & Communications Advisor
514-668-2968 | edery@skibromont.com