

## **MORE THAN \$15M INVESTED FOR THE 2023-24 SKI SEASON** **For a guaranteed winter**

**Bromont, Thursday, October 26, 2023** - Bromont, montagne d'expériences continues to grow and invest in its winter infrastructure. For the 2023-24 season alone, the Eastern Townships ski resort has already invested a total of \$15.1 million to enhance and improve its offering for ski enthusiasts.

### **Development on Versant des Épinettes**

At the forefront of the expansion plan is the \$12.5 million for the Versant des Épinettes development.

"I often say that Versant des Épinettes is a well-kept secret," says Charles Désourdy, President of Bromont, montagne d'expériences. "With all the improvements we've made, I'm convinced that skiers will discover and enjoy this slope even more, both during the day and in the evening."

These improvements include the replacement of the existing ski lift with a new high-speed lift that will not only reduce lift time, but also increase lift capacity by 50%. "A major improvement that will be greatly appreciated by skiers is the new lift's boarding platform, which is now on the same level as the Express du Lac. As soon as it opens, customers will discover a superb, completely refurbished plateau giving easy access to the lifts and the Chalet du Lac," explains Mr. Désourdy.

Another addition to Versant des Épinettes is a new top-to-bottom signature run below the lift. Called the Brantford, this advanced-level trail features a noticeable incline in its final section, that will please the more advanced skiers. "This trail has been redesigned to make the experience more interesting at the bottom of the mountain," explains Mr. Désourdy. "In fact, I think it will become the resort's next grand marshal, under the Express des Épinettes! "

Finally, with the aim of offering better sliding conditions, snowmaking pipes were added to the Ottawa trail and a lighting system was installed on the Ottawa and Petawawa trails to make more skiable terrain available in the evening.

### **Even more snowmaking capacity**

Renowned for its major snowmaking, the mountain continues to acquire the latest generation of fan guns. With a total investment of \$2.1 million, 17 new intelligent fan guns have been installed on the Brome slope. This brings the total number of high-performance guns to 89. With more than 1,500 poles, the mountain's snowmaking capacity has never been higher. "With this addition, we can guarantee a large skiable area for the opening and for the holiday season," says Mr. Désourdy. "What's even more interesting is that we'll be able to maintain a good snow cover when the weather turns warm, with the possibility of resurfacing our trails quickly.

The automation of the snowmaking system also makes it possible to rapidly produce large quantities of high-quality snow when temperatures are marginal and cold episodes are shorter.

### **The finest corduroy**

Renowned for its regular grooming and corduroy, the mountain is adding to its fleet of 10 groomers by acquiring a brand-new one worth half a million dollars.

These new additions are part of Project Altitude, which now totals \$122 million in investments.

### **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.

– 30 –

### **For information**

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