



FOR IMMEDIATE RELEASE

## HAPPY 75<sup>TH</sup> TREMBLANT!

**Mont-Tremblant, February 5 2014** – Since 1939, Tremblant has been reinventing itself, innovating and contributing to the development of new ski enthusiasts. While February 12 marks an historic day – the ski resort’s 75<sup>th</sup> anniversary – several activities are sure to set the right mood for the day’s happy celebrations.

When there’s a birthday, there’s always a gift! Placing this big day directly under the sign of accessibility, Tremblant is inviting all Mont-Tremblant residents to ski free on February 12 2014, upon presentation of their citizens’ card. To capture the spirit of the 75<sup>th</sup>, visitors are also invited to sport their smartest fashions from bygone eras both on-trail and in the photobooth located at the foot of the mountain, to immortalize this momentous day. From 8:30am, everyone can be part of the Tremblant story by having their picture taken and collecting their digital image later, from the Photo Album specially created for this purpose at [facebook.com/tremblant](https://www.facebook.com/tremblant). Those who prefer taking their own photo with a mobile device and posting it on social media can do so with hashtag [#tremblant](#).

To start the day off right, Father Deslauriers – an animated character well known to pedestrian village regulars and an important player in the development of the ski industry in the Laurentians – will be giving his blessing to slide fans from the moment the mountain opens.

At 11:30am, skiers and visitors will have a golden opportunity to go down in Tremblant’s history when an aerial photograph of the number 75 using people as pixels will be taken from the summit of the highest skiable peak in the Laurentians. Anyone interested in taking part in this image that will travel across generations should rendezvous at the summit at 11:30am, between the Télécabine Express and the TGV lift.

At lunch, the Johannsen Café, le Grand Manitou and the Chalet des Voyageurs will be sliding back the hands of time with special menus marking the happy day. Period dishes will be featured to celebrate 75 years of alpine tradition – including the time-honoured *tourtière*.

At 1:30pm on Place St-Bernard, a lively celebration will take place hosted by a Tremblant veteran, none other than Peter Duncan. Later, students from participating elementary schools will present select creative pieces commemorating the mountain’s 75<sup>th</sup>, which will be collected and placed for safekeeping until their unveiling at festivities marking the ski area’s 100<sup>th</sup>. An immense birthday cake will be served to crown this epic moment.

For details about Tremblant’s history, a [storyline](#) offers a synopsis of the resort’s momentous dates. For everything there is to know about anniversary happenings and activities surrounding the 75<sup>th</sup>, the day’s agenda can be viewed online under [75<sup>th</sup> anniversary celebrations](#).

### **Tremblant: 75 Years at the Top**

**Tremblant** is a top resort destination owing to the excellence of its guest experience both at the mountain, and in its pedestrian village. Unparalleled views of the Laurentians, the diversity of its four-season offer and highly acclaimed major events – of which IRONMAN Mont-Tremblant, the 24h of Tremblant, Wanderlust as well as the Tremblant International Blues Festival – have earned Tremblant a place among the top 10 most scenic ski resorts in the world, according to USA Today, in 2014. With family, friends or your sweetheart, Tremblant welcomes vacationers year-round, with direct flights from Toronto and New-York, 1,900 lodging units fanned out across 13 hotel establishments, over 75 restaurants and boutiques and a Casino, all at nature’s doorstep.

Be a part of the Tremblant story by posting your photos and videos with hashtag [#Tremblant](#) on your social media networks. Photos available on our [Flickr](#) page, videos on our [YouTube](#) channel. Follow us at [tremblant.ca](#), on [Facebook](#) or on our [blog](#) for the latest about Tremblant.

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