



## **BRP INVITES ALBERTA SNOWMOBILERS TO PARTICIPATE IN FREE AVALANCHE AWARENESS SEMINARS**

October 15, 2015

BRP invites Alberta snowmobilers to participate in free avalanche awareness seminars

CALGARY, Oct. 15, 2015 /CNW/ - For the sixth straight year, BRP (TSX: DOO) is taking the lead in promoting avalanche education and awareness by sponsoring nearly 60 free seminars throughout North America – the tour is coming back to Alberta after earlier stops in different locations. The seminars offer fresh, renewed and relevant content for riders of all skill levels, and riders of all brands are welcome and encouraged to attend. Ten will be held over the next two weeks in Alberta:

- Wainwright, October 20<sup>th</sup>, at 7 p.m. – Willerton Ski-Doo & E-Z-Go Golf Cart
- Alberta Beach, October 21<sup>st</sup>, at 7 p.m. – Ecko Marine Ltd.
- Bonnyville, October 22<sup>nd</sup>, at 7 p.m. – Power Merchants
- Grassland, October 23<sup>rd</sup>, at 6 p.m. – Grassland Trailer Sales
- Calgary, October 24<sup>th</sup>, at 6 p.m. – Bow Cycle & Motor Co. Ltd.
- Red Deer County, October 26<sup>th</sup>, at 6:30 p.m. – Turple Bros. Ltd.
- Edmonton, October 27<sup>th</sup>, at 7 p.m. – Martin Motor Sports (118 Avenue)
- Edmonton, October 28<sup>th</sup>, at 7 p.m. – Martin Motor Sports (51 Avenue)
- Yellowhead County, November 3<sup>rd</sup>, at 6 p.m. – Riderz
- Grand Prairie, November 4<sup>th</sup>, at 6 p.m. – Stojan's Power Sports & Marine Ltd.

More than 10,000 attendees have taken part in Ski-Doo-sponsored avalanche awareness seminars since 2009. This season, the seminars are enhanced with new content and techniques so that participants – first time or returning – will find it extremely beneficial. Those who register are also encouraged to bring their friends and riding buddies to ensure those they ride with are also well informed.

"Snowmobilers' safety comes first for BRP, which is why we are involved in the promotion of avalanche education," said Mathieu Laforest, Global Ski-Doo Marketing director. "Together with our dealers, we've worked very closely with experts to design seminars that are engaging, educational and entertaining for snowmobilers."

Seminars will be led by Jeremy Hanke, a recognized avalanche professional, a member of the Canadian Avalanche Association (CAA) advisory board and one of the creators of Throttle Decisions, a renowned avalanche safety awareness video. Jeremy is an AST 2 certified instructor.

### **How to participate**

Seminars are open to owners of all brands of sleds. For up-to-date information on locations, times or to register for an avalanche awareness seminar or more information, visit:

The Ski-Doo website at <http://www.ski-doo.com/community/events>

the Ski-Doo Elevation Mountain Blog <http://mountainblog.ski-doo.com>

and be sure to follow Ski-Doo Mountain on Facebook at <facebook.com/SkiDooMountain>

Seminars are usually combined with an open house or specially geared mountain-riding event. Participants are encouraged to register with the host dealer to help plan meeting space and ensure a spot.

### **About BRP**

BRP (TSX:DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of over CA\$3.5 billion from 107 countries, the Company employs approximately 7,600 people worldwide.

[www.brp.com](http://www.brp.com)

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