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**News release**
**For immediate release**

**L’EST GO – a flexible, fun way to ski in the Eastern Townships**

**Sherbrooke, November 10, 2021 –** Following the announcements last week regarding the flexible options for the winter season, Eastern Townships Tourism, in partnership with the four leading ski centres in the region, is pleased to announced that the L’EST GO program is back again, for the third consecutive year!

Skiers can buy the L’EST GO card in advance (until December 8) entitling them to between two and eight tickets and giving access to Destination Owl’s Head, Bromont, montagne d’expériences, Mont Orford and Mont SUTTON. Not only does the card offer an easy, flexible way to enjoy the ski slopes, there are considerable savings on the cost of the regular ticket prices - up to 30% in some cases. Armed with the L’EST GO card, skiers can explore all of the region’s leading centres, more or less whenever they like. Tickets are redeemable at any time during the winter season – even over the Christmas/New Year holidays and the Spring Break.

“The L’EST Go card is a really flexible way to enjoy downhill skiing in the Eastern Townships this winter,” says Annie Langevin, General Manager of Tourism Eastern Townships. “It’s particularly suited to occasional skiers. They can explore all four of the ski centres - each of which has a distinct personality - at very competitive prices.”

The card can be purchased online at letsgo.ski (in unlimited quantities) but the pre-sale ends on December 8, 2021. Please note that as from November 15, skiers aged 13 years and older, must show a **vaccination passport** in order to gain access to the ski lifts and to use certain services at the ski chalets.

**About the ski centres**

**Mont SUTTON** is a major Quebec ski resort, renowned throughout Eastern North America for its glade runs and numerous junctions for off-piste skiing. The ski centre, which is situated in an authentic natural setting, enjoys an abundant annual snowfall, which is higher than the average.

**Mont Orford** lies within the heart of a national park. It has four skiable slopes spread among three mountain peaks, offering panoramic views in all directions, making it one of the most scenic ski centres in the Eastern Townships. It is also the fourth highest ski area in Quebec (the highest in the Townships) and skiers and snowboarders have the choice of swooshing down 61 trails, including 17 glade runs. Mont Orford has three snow parks and the peaks are accessed by six ski lifts.

At the foot of the mountain is a network of Sépaq-operated trails designed for cross-country skiing, fat biking, alpine touring and snowshoeing – a variety of snowbound activities offered by the Corporation ski & golf Mont-Orford that spell, FUN, FUN, FUN!

**Bromont, montagne d’expériences** is the largest illuminated skiing area in North America with 450 acres of skiable terrain. The centre offers 141 trails, (including 32 glades runs) and 101 illuminated trails, accessed by nine ski lifts spread over seven slopes. With more than 1,500 snow guns, excellent snow conditions are guaranteed - day and night.

**Owl’s Head** is characterizedby spectacular views over Lake Memphremagog combined with exceptional ski conditions. The ski centre has over 125 acres of skiable terrain, designed for all levels of ability. In recent years, there have been major investments in a state-of-the-art snowmaking system, which now covers 80% of the area. Owl’s Head has a vertical drop of 540 metres, making it the fifth highest vertical drop in Quebec. The mountain has 50 slopes accessed by 50 ski lifts, as well as a Magic Carpet.

**About Tourism Eastern Townships**

Tourism Eastern Townships (TCE) is the umbrella organization for a network of tourism enterprises (ATRs) that represent the tourism and travel industry to the outside world. Since 1978, TCE has worked hard to develop the region’s tourism industry, promoting its tourism offer, services and products around the province, across Canada and in international markets. The ATR’s focus is on the sustainable development favoured by local communities, promoting the region’s natural environment and excellent quality of life.

Within Quebec, the Eastern Townships ranks fourth as the most visited region in the province, accounting for 10.3 million visitors and 6.5 million bed nights in 2017. That same year, tourism revenues garnered $909 million. The region is home to 2,112 tourism businesses. They account for 20,000 jobs, making tourism the fourth largest employer in the Townships after the retail sector, manufacturing and health care.

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**Source :**

Danie Béliveau

Media Relations

Tourism Eastern Townships

(819) 820-2944 / 1-866-963-2020 ext. 227

Cell : (819) 571-4449

db@atrce.com