

FOR IMMEDIATE RELEASE

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Plan on Participating in Take a Friend Snowmobiling Week

The snowmobile community is excited to announce the Take a Friend Snowmobiling Week – which will be held February 14-22, 2009. This elongated week celebrates friends and family snowmobiling for 9 days including two weekends. The snowmobile week was introduced to go hand in hand with the Take a Friend Snowmobiling campaign and has been developed to encourage all of us to take our non-snowmobiling friends out snowmobiling. We have all had many conversations, telling stories about how much fun it is to take people snowmobiling, and many of us are realizing that we have a lot of non-snowmobiling friends to take snowmobiling.

The event is really designed to be simple. There are a few recommended guidelines. They are:

Safety training – make sure to cover all the safe snowmobiling behavior with your friend before taking them out on their first ride. Points to cover should include:

- a. Proper operation of the brake and throttle
- b. Shifting weight and slowing down in curves
- c. Staying on the right hand side of the trail
- d. Dismount the snowmobile on the right hand side of the sled
- e. Make sure the vehicle is in good mechanical order
- f. Make sure your friend is appropriately dressed and sober

A key ingredient to a good time for a first time snowmobiler is for us seasoned riders to make sure non-snowmobilers are comfortable when they first get on a snowmobile. You need to be cautious and ride slow when taking out a new rider. You should plan on making numerous stops and enjoying the scenery. It is always recommended that the first ride be rather short and include a stop for a light meal or hot chocolate or coffee and a little camaraderie and storytelling at the local restaurant, clubhouse or outdoor barbecue area.

Clubs are encouraged to participate in the activity and try to hold a special day or weekend encouraging members to bring non-snowmobiling friends to the clubhouse to go for a short ride and discover what snowmobilers do during the winter.

This effort follows the guidelines and recommendations our customer research presented to us, which showed us non-snowmobilers know very little about snowmobiling. Most non-snowmobilers don't know where the trails are, really don't know who builds and maintains and pays for the trail systems, and have no idea of the beautiful scenery that we enjoy and the fun that we have in the winter riding our snowmobiles. We also know folks that don't snowmobile rate their desire to go snowmobiling a solid 9 on a 10 point scale. All we need to do is ask.

We have all heard the stories of snowmobilers taking friends out, and much to their surprise the friends enjoy themselves so much, they end up buying a new or used snowmobile to join in the winter fun. What a pleasant surprise that is for all of us and why not encourage our family and friends to join us outside this winter on a snowmobile?

As a special incentive to take non-snowmobilers snowmobiling, the manufacturers will give away a new snowmobile to a lucky individual who registers online and participates in the Take a Friend Snowmobiling Week event. Beginning in December 2008, the Take a Friend Snowmobiling Week Registration Form will be prominently displayed on the Go Snowmobiling web site: www.gosnowmobiling.org, the ACSA web site: www.snowmobilers.org and the CCSO web site: www.ccsso-ccom.ca. Non-snowmobilers and their

snowmobiling friends need to fill out the registration form to be entered in the drawing for a new snowmobile. If a Club is interested in organizing an event, not only do all of their club members who participate get to register to win the snowmobile, but so do their guests and the club get to register to win as well. The registration form will be easy to fill out.

Try to involve your local dealer(s), ski Hill, Chamber of Commerce and local restaurant. All of us collectively can really expand the idea and make this week an annual event.

So plan on participating if you are going to be snowmobiling from February 14-22, 2009 and make sure to register on one of the three web sites and take advantage of this opportunity to win a new snowmobile and have fun doing it.

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