



PRESS RELEASE

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“The Total” – A bike pass that offers more than 105 km of trails

Bromont, Thursday, April 1, 2021 — It's not an April Fool's joke! Bromont, montagne d'expériences (BME), the Parc des Sommets and the Centre national de cyclisme de Bromont (CNCB) are joining forces to create the “The Total” bike pass. From the beginning of the season, with a single purchase, biking enthusiasts will have access to all 105 km of downhill, enduro, cyclocross, BMX, pumptrack, dirt jump and gravel bike trails offered jointly by the three organizations.

“This project has been in the making for a few years now. It's a great source of pride to be able to unite our three networks to offer so many kilometres of fun in such a small radius,” gushes Charles Désourdy, President of Bromont, montagne d'expériences.

With the growth of the sport, the creation of this unified access became obvious. This pass, greatly anticipated by the community, contributes to positioning Bromont as an important biking destination for all levels. Thanks to the joint offer of these three organizations, biking enthusiasts, from beginner to expert, will be able to take full advantage of the trails they prefer and also learn new disciplines.

“Our trails and infrastructure are so complementary! By bringing together the offerings of our three organizations, we are opening up new possibilities for our visitors to develop their biking sports and discover new disciplines,” adds Nicolas Legault, General Manager of the Centre national de cyclisme de Bromont.

When the trails open in mid-May, biking enthusiasts will be able to enjoy the many kilometres of trails and facilities for as little as \$479 in presale. In addition, pass holders will also have access to the network's hiking trails. The Total pass can be purchased on the BME website (www.bromontmontagne.com). To ensure the quality of the trails and to encourage compliance with the distancing guidelines, quantities are limited.

“My motivation for entering into politics was the creation of the Parc des Sommets and the preservation of a large mountain area from development. In addition to protecting several ecosystems, this purchase of land by the City of Bromont has enhanced the existing biking offer. The new biking product is the result of a great collaboration between Bromont, montagne d'expériences, the Centre national de cyclisme and the Amis des sentiers to offer an even more active city that respects nature,” said Louis Villeneuve, Mayor of Bromont.

What's new this year

All those who purchase this pass will be able to take advantage of the new features offered by the three organizations. At BME, the opening of the Express du Village, the detachable lift, will allow guests to reach the summit more quickly and multiply the number of descents in one day. Work is also underway to develop new trails and a progression path. At the Parc des Sommets, the inauguration of the reception pavilion, the addition of infrastructures in the Mountain network and the extension of the Mordor trail are planned. As for the CNCB, it will offer an improved dirt jump area, a new skill zone and a greater selection of rental bikes to learn new disciplines!

ABOUT

Bromont, montagne d'expériences

With over 35 km of trails and 4 lifts, downhill enthusiasts, enduro enthusiasts, beginner, intermediate, advanced or



expert bikers will be thrilled with BME's bike trails. As a great mountain destination in Eastern Canada, anchored in its environment and recognized for its unique charm, BME's mission is to combine the natural attractions of the mountains and the abundance of regional tourism to create moments that will delight families and outdoor enthusiasts.

Parc des Sommets

Parc des Sommets is the largest municipal trail network in Quebec! It includes the Mont Oak, Lac Gale and De la Montagne trails, which together offer a wide variety of routes for all ability levels. Whether by bicycle, on foot or on horseback, the Parc des Sommets's mission is to offer all Bromont residents and visitors a protected natural environment for outdoor, educational and sporting activities.

Centre national de cyclisme de Bromont (CNCB)

The CNCB is an NPO whose mission is to develop cycling, from initiation to the elite, by providing a unique sporting experience. Through the development of its infrastructures, the CNCB aims to become the cycling hub of North America. For more than 20 years, the CNCB has welcomed cycling enthusiasts of all levels and ages who wish to discover cycling sports, train, develop and perform.

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FOR MORE INFORMATION:

Bromont, montagne d'expériences

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