

PRESS RELEASE For immediate release

Spring Break 2010 at the Hôtel de Glace Free access for children

Sainte-Catherine-de-la-Jacques-Cartier, February 25, 2010 - From February 27 to March 7, the Hôtel de Glace is inviting children of 12 years old and under to visit the Hôtel de Glace free of charge. The whole family can enjoy various activities offered, including the sugar shack and the Grand Ice Slide.

Each year, as a prestigious winter tourism event, the Hôtel de Glace attracts over 10 500 visitors during spring break. In a majestic and icy decor, young and old can participate at all the activities offered. For it's 10th anniversary the Arts and Life Festival offers exclusive festivities.

Program

Sugar Shack

A visit to the Godin's family sugar shack is the opportunity to enjoy maple products including maple taffy on snow, daily from 10 am to 4:30 pm.

The North Face Grand Ice Slide

The Grand Ice slide The North Face will certainly appeal to the whole family. Measuring over 53 feet long, it has a design recalling the Canadian Rockies.

Family rally

The family rally is a good way to visit and learn about the Hôtel de Glace.

Demonstrations and entertainment by Yves Chretien, archaeologist

From 1 pm to 6 pm, you are invited to learn more about our northern heritage, our European and Native American ancestors in the company of Mr. Yves Chretien. Manufacturing, demonstrations and entertainment are on the menu.

Maxime Jean and Jean Lemire conferences

On March 5, Maxime Jean and Jean Lemire will give both conferences on the highest summits of the world and Antarctica.

Ice painting

On March 7, demonstrate your artistic talents during the painting workshop on ice that will be held from 12 am to 3 pm.

Meeting workshop with the artists of the Jacques-Cartier

Exchange with the artists at work on March 7.

Visitors can also visit our 36 rooms and theme suites, Ice Café, the Chapel and the magnificent Ice Bar.

10th anniversary of the Hôtel de Glace, January 4 to April 4, 2010.

- 30 -

Source: Marie-Pier Daigle Sales, Communications and Marketing, Intern Email: <u>mpdaigle@hoteldeglace-canada.com</u> Web site: <u>www.hoteldeglace-canada.com</u>

For information:

Anne Douville Communication and Media Relations Consultant Tel.: (418) 875-4522 extension 101 - Toll free (Can/USA): 1-877-505-0423 Email: <u>adouville@hoteldeglace-canada.com</u> Web site: <u>www.hoteldeglace-canada.com</u>