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PRESS RELEASE

FOR IMMEDIATE RELEASE

Snowmobile Events 2024/2025

HASLETT, MI, August 30th, 2024: The International Snowmobile Manufacturers Association (ISMA) is pleased to announce Snowmobile Day will be held on October 26th, 2024, and International Snowmobile Ride Day on February 8th, 2025. These events are geared to celebrate the sport of snowmobiling and the upcoming winter season. Snowmobile clubs, local dealers, associations, and snowmobile groups are invited to participate in these events.

Snowmobile Day aligns with “Snöskoters Dag,” an event that has been held in Sweden for over 40 years. ISMA encourages snowmobile clubs to partner with a local snowmobile dealership as the location of the celebration, bringing members of their community together while supporting local business.



Over the past three years many new riders have entered the sport and Snowmobile Day is a great opportunity for clubs and associations to increase membership and recruit volunteers for trail maintenance activities. Snowmobile Day should be a fun, family festival type event, where BBQ, refreshments, music, vintage sleds, and an open house can get snowmobilers looking at the new products in the market and getting excited for the upcoming season.



International Snowmobile Ride Day was launched 2 years ago by Bombardier Recreational Products (BRP), manufacturer of the Ski-doo and Lynx. Responsibility for the event has now been handed over to ISMA. The event encourages riders of all brands of snowmobiles to get out and ride on the second Saturday of February.

ISMA encourages Snowmobile Clubs to host an event such as an open house at a Clubhouse, Hot Chocolate at a trail intersection, or BBQ at the trailhead to celebrate this day. The snowmobile manufacturers of ISMA want to support Snowmobile Day and International Snowmobile Day in North America by offering up to \$500.00 to select snowmobile clubs / associations participating in both events. If your snowmobile club would like to be considered for this offer, please email Susan.Andrews@snowmobile.org for the application form and submit it no later than September 23rd, 2024. Clubs filling out an application will be contacted by ISMA regarding their submission by October 1, 2024.

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