



## **Jacques Villeneuve Named the Event Official Spokesperson**

# **LA CAPITALE General Insurance Becomes Presenting Sponsor for the 28<sup>th</sup> Edition of the Grand Prix Ski-Doo de Valcourt**

**Valcourt, Québec December 10, 2009** — The great Winter Motorsport Classic, the Grand Prix Ski-Doo de Valcourt (GPSV) returns for its 28<sup>th</sup> edition on February 19, 20 and 21. Once again, snow riders, snowmobile travelers, as well as snocross and ice oval racing fans are invited to Circuit Yvon Duhamel to attend the annual spectacular event, this year featuring once again one of the most passionate riders, motorsports veteran Jacques Villeneuve who has agreed to act as this year's official spokesperson. In other big news, La Capitale General Insurance has joined BRP's Ski-Doo brand as the presenting sponsor of the Grand Prix Ski-Doo de Valcourt.

**“We are pleased to welcome La Capitale General Insurance as presenting sponsor of the Grand Prix,”** said Rock Bourassa, Co-Chief Executive Officer of the Grand Prix Ski-Doo de Valcourt, presented by La Capitale General Insurance. **“It is wonderful to see such an important Quebec organization, one that offers RV solutions insurance, take on a leadership role in the effort to relaunch the oldest premier motorsport event of the Quebec winter landscape.”**

The traditional winter rendezvous of North American snowmobile riders to the land of Joseph-Armand Bombardier will also have a new official spokesperson in 2010. Jacques Villeneuve, who became involved early last summer in the relaunching of the event, has graciously accepted the appointment.

**“I am very happy to contribute to the success and the future of the Grand Prix de Valcourt, presented by La Capitale General Insurance,”** said the legendary Quebec rider. **“It is an event that is close to my heart. Over the last quarter of a century, I have experienced some of the greatest moments of my career on this track and each time the fans have given me the warmest of welcomes. Even though my primary goal is to get ready to give a top notch on track performance on February 19, 20 and 21, I am also happy to take the time to promote and encourage everyone to attend this year's event.”**

### **More than 40% discount for those who purchase Trackside Suite Pass before January 8, 2010**

To celebrate the relaunching of the event, the organizers of the Grand Prix have decided to offer their loyal fans an exceptional Holiday Season promotion. Until January 8, 2010 inclusively, anyone purchasing a three-day Trackside Suite pass for the weekend of February 19, 20 and 21, will only pay 80\$ per pass, a saving of more than 40% off the original price of \$140. To benefit from this offer, fans must order as soon as possible by calling the ticket office at 1-450-532-3443 or toll-free at 1-866-532-7543. Note: A suite pass offers those in attendance an incredible view of all the action on Circuit Yvon Duhamel in the comfort of a heated suite. To learn more on the weekend festivities, schedule and ticket packages, fans can log online at [www.grandprixvalcourt.com](http://www.grandprixvalcourt.com).

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The Grand Prix Ski-Doo de Valcourt, presented by La Capitale General Insurance will feature the world's best ice oval track snowmobile racers, as well as the top professional snocross riders of the Eastern part of North America. Also on tap for the GPSV weekend, exciting motorcycle ice racing competitions that will feature top riders. Several family oriented activities are also offered to those attending the Grand Prix including free Ski-Doo snowmobile rides and free admission to the J, Armand Bombardier Museum.

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**Media Inquiries:**

**Linsay Roberge**

Director of Operations

Grand Prix Ski-Doo de Valcourt, Presented by La Capitale General Insurance

450 532-3443

[linsay@grandprixvalcourt.com](mailto:linsay@grandprixvalcourt.com)

**Max d'Orsonnens**

Media Liaison

Maxdo Communications

514 990-4988

[maxdo@videotron.ca](mailto:maxdo@videotron.ca)