



For immediate release

The Grand Prix Ski-Doo Valcourt is going green

Valcourt, October 25, 2022 - Wishing to provide a unique and festive outdoor experience to its visitors, the Grand Prix Ski-Doo de Valcourt (GPSV) wishes to act for the good of the environment by setting up an eco-responsible event.

In all stages of its planning, the GPSV is aware of its ecological footprint, which is why it adheres to sustainable economic, social and environmental development.

“The innovative nature of the Valcourt Ski-Doo Grand Prix is not limited to the presentation of snowmobile races, explains Marie-Claude Laverdière, GPSV event coordinator. He intends to commit to setting up an eco-responsible event that will generate many positive impacts.”

For the 2023 edition, the Ecoleader Fund has granted financial assistance to the GPSV to enable it to acquire the services of an expert firm in event eco-responsibility, the organization Festivals Events Verts de l'Estrie (FEVE). The mandate entrusted to FEVE is to provide the Grand Prix team with support for updating their practices toward an improved eco-responsibility event, in order to fulfill this environmental shift. In addition to providing training to the internal team and board members, FEVE will provide on-the-ground support through its Green Team during the weekend activities.

This year, with the collaboration of the Green Team, the GPSV is returning to the charge with better management of residual materials in four ways (recycling - composting - deposit and waste) by sorting, weighing and characterizing materials. Recovery islands are distributed throughout the site. Food kiosks will also participate in the ecological approach as they are required to use compostable/recyclable containers to distribute meals and recyclable glasses for serving drinks. Visitors are invited to bring their reusable thermos cups and present them at the various points of service to reduce the use of single-use containers.

For its part, the GPSV Board of Directors participates in the environmental approach, among other things, by ensuring that all communications are done by email and that conference calls are preferred to avoid any additional travel.

Some environmental actions of the GPSV

In the actions that have been implemented in recent years, let us think of;

- Optimize public transit by offering free shuttles in the city of Valcourt;
- The elimination of polystyrene and single-use plastic straws;
- Purchasing responsibly by favoring regional suppliers and developing close collaboration with local producers to promote their products;
- Recruit and hire employees from the region;
- Collect the aluminum cans;
- Reuse banners dedicated to displaying.

It is with pride that the organization of the Grand Prix Ski-Doo Valcourt puts in the efforts to improve its eco-responsibility over the years.

