

## The 2012 Hôtel de Glace of Québec A must-see attraction this winter!

*Québec, December 7<sup>th</sup>, 2011* – The Hôtel de Glace is proud to announce the new thematic of its 2012 program of activities. This educational and entertaining program combines art, culture and history. The 2012 season of the Hôtel de Glace promises you amazing discoveries and lots of fun. The Hôtel de Glace will be open from January 6<sup>th</sup> until March 25<sup>th</sup>, 2012.

### The 2012 theme: The Northern Québec

“The Northern Québec is far from being a vast desert region since it has been inhabited for centuries. The territory defines the culture and the identity through which men and women perceive their world. This year, the design of the Hôtel de Glace will communicate the art, culture, knowledge and values of the First Nations.” says Serge Péloquin, Artistic Director at the Hôtel de Glace.

### A rich and diversified program of activities

#### The First Nations of Northern Québec

“We can define the Northern Québec by its territories and its biodiversity but also by the people who have been living there for millennia. So it is with enthusiasm that the Hôtel de Glace is teaming up with the Québec region and the Huron-wendat Nation, as an official partner, to welcome the First Nations of Northern Québec. This year, the Hôtel de Glace will be a meeting point between the visitors and the First Nations.” explains Jacques Desbois, CEO of the Hôtel de Glace since its beginning in 2001.

This season, three weekends of discoveries around the First Nations of Northern Québec are planned. Inuits, Cris, Innus and Wendats as the host Nation, will promote their communities through various activities and demonstrations. Game tasting, artistic performances, traditional Native camps and local initiative of durable development are a few activities that will be offered during these cultural and enlightening rendez-vous.

#### New “Winter Pleasures” Family Program

This season, new outdoor activities for families will be available on site. Two major projects will be launched this winter: the realization of an ice rink of 40-ft in diameter and the creation of the longest covered slide completely made of ice and snow. A great addition for the upcoming winter that will surely please visitors of all ages!



At Spring Break, we will honor resident families of Québec City! In fact, children will benefit from a free access while adults will be given a special rate of \$10 (taxes included). Children will be invited to play in our various outdoor activities made of ice (igloos, beanbag game, maze, etc.). Also, there will be outdoor shows, make up for kids and much more. Children will definitely be in the spotlight!

Every Sundays, indulge your sweet tooth at the sugar shack! Learn more about the various techniques, the history and the evolution of these ancient recipes. Be charmed by the knowledge of the Godin Family and enjoy folk music played by a duo of outstanding musicians!

#### Festive Evenings at the Ice Bar

This season, the Ice Bar will be more vibrant than ever with DJs, various promotions, games, dance and much more. To learn more about the complete programming of the Ice Bar, please check the Website of the Hôtel de Glace.

#### Grand Opening Night

Come celebrate with us the completion of the different production stages of the Hôtel de Glace as well as the launch of the new program of activities, on January 20<sup>th</sup>, for the Grand Opening Night. During this special event, you will enjoy a magnificent fireworks display, musical performances, entertainment for all ages and surprises. A masterful and magical event!

#### **The new season is already breaking records...**

The season is just starting and the Hôtel de Glace is already breaking records. Record number of visitors on the Website, number of overnight stays and number of weddings sold above last year at the same period... In short, the Hôtel de Glace is now well established in Québec City, the team has new wind beneath its wings and everybody is optimistic about the upcoming season!

*Since 2001, the Hôtel de Glace impresses by its unique character and its magical design. Admire the majestic ice chandelier dominating the hall, go through the exhibition hall or try the popular ice slide. Amongst others, you will have the chance to drink one of our famous cocktails served in an ice glass and spend the night in one of our 36 rooms or theme suites giving access to the outer spas and sauna. Between nature and urbanity, the Hôtel de Glace is a must-see attraction to be discovered in family, in couple or between friends this winter!*

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