



PRESS RELEASE  
FOR IMMEDIATE PUBLICATION

## February 25 to 27, 2016 Snow Polo Tremblant International: an exceptional event

**Montreal, February 10, 2016** - A pastoral setting in the heart of downtown Montreal was the venue to which the co-founders of Snow Polo Tremblant International - Justin Fogarty, Marc Perreault, and Herbert Ratsch - convened players, horses, and partners for the launch of the second edition of Canada's only international snow polo tournament.

"Combine the captivating scenery of a snow-packed Lake Tremblant and athletes on magnificent competition horses from the world over, and you get an event unlike any other," said Marc Monchamp, delegate producer of Snow Polo Tremblant International. "Polo is played on every continent, but there are only three important snow polo events, and one of them is in Mont-Tremblant. We expect a most memorable tournament!"

### Players of international stature

From February 25 to 27, the riders will face off on Lake Tremblant, right across from the elegant Quintessence Hotel, to vie for the coveted prize: the Snow Polo Tremblant International Cup. Twelve international players will be divided into four teams:

- **MacKenzie Investments**, black jerseys
- **Ralph Lauren Blue Polo**, blue jerseys
- **Holt Renfrew Ogilvy**, grey jerseys
- **Destination Mont-Tremblant**, home team, red jerseys

### Majestic steeds

Many spectators are sure to be entranced by the grace and nobility of this equestrian sport, in which the horses are quite literally team players. These gifted animals receive every care for their well-being: the legs are protected by fabric wraps or "boots" to protect them from the impact of mallets or the ball; the horses are shod with special cleated shoes for better traction and to prevent snow clumps; the tail is braided or fastened with a self-adhesive wrap; and the mane is shorn to keep it from being entangled in a mallet.



MACKENZIE  
Investments

HOLT RENFREW  
OGILVY





Each player also has two to three ponies for use, which keeps the horses from becoming overtired. During their rest periods, the animals are kept in a heated stable, attended to and cared for by an entire team of animal-health experts. Spectators are offered the chance to pose with the horses for pictures between active and rest periods.

#### Tickets for all

More than 7,000 spectators are expected at this prestigious event, including a number of dignitaries, celebrities, and sponsors. If you're interested in catching this unique experience, tickets for the bleachers and VIP tables are still available on the Snow Polo Tremblant website at <http://snowpolotremblant.com/attend/>. There will also be a general admission (standing room only) area so that nobody misses out on the excitement.

The event was made possible by our special sponsors and partners: Mackenzie Investments, Polo Blue by Ralph Lauren, Holt Renfrew Ogilvy, Destination Mont-Tremblant, SunLife Financial and Bell Media.

"Mackenzie Investments is excited to support this year's Snow Polo tournament in beautiful Mont-Tremblant, Quebec," said Jeff Carney, President and Chief Executive Officer of Mackenzie Investments. "Our company is passionate about supporting sports and athletes, both on and off the snow, and we feel confident that this event will continue to grow in popularity for years to come."

"Since 1978, Ralph Lauren has expanded its lifestyle brand into the world of fragrances with the launch of Lauren for Women and Polo for Men. For over 35 years, Ralph Lauren Fragrances has developed new perfumes that reflect the unique personality and luxurious, refined lifestyle that is the Ralph Lauren signature. From its introduction, the Polo scent has featured and is forever recognized by the iconic polo player insignia used by Ralph Lauren," noted Isabelle Randez, communications director for L'Oréal Luxe. "Since 2005, Nacho Figueras, the internationally-renowned polo player, has been the spokesman for Ralph Lauren fragrances. With that in mind, Snow Polo Tremblant International struck us as a natural association for Ralph Lauren perfumes, and we are pleased to be part of this unique event in Canada. During the tournament, our team will wear blue to mark the launch of the Polo Blue eau de parfum. Spectators will enjoy a sneak preview of this new product and the ultimate Ralph Lauren experience.

"Holt Renfrew is thrilled to be a team sponsor of the second annual Snow Polo Tremblant International tournament. We look forward to supporting this exciting event





that will benefit two wonderful charities; Tremblant Foundation and Prince's Charities Canada, whose great work makes a positive difference in the lives of so many Canadians," said Joanne Nemeroff, Senior Vice President, Ogilvy.

"We are very pleased to partner the prestigious Snow Polo Tremblant International event," added Philippe Laudat, President, Tourisme Mont-Tremblant. "This unique competition sport joins the array of activities that attract so many visitors to this beautiful region, and it will contribute to Mont-Tremblant's renown as a destination."

Join and follow the conversation at **#SnowPoloTremblant**

-30-

**For further details or press accreditation for the event:**

Béatrice Gougeon  
Morin Relations Publiques  
514 289-8688, ext. 236  
cell: 514 688-3936  
[beatrice@morinrp.com](mailto:beatrice@morinrp.com)

