



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION**

Snow Polo Tremblant International **A second edition successful at all levels**

Montreal, February 29, 2016 – The co-founders of Snow Polo Tremblant International – Justin R. Fogarty, Marc Perreault and Herbert Ratsch – are pleased to report that the second edition of the snow polo tournament went well in spite of Mother Nature’s capricious behavior. More than 3000 people, including 400 VIPs and sponsors, attended the matches last Friday and Saturday.

“We are extremely pleased with the outcome,” said Marc Monchamp, executive producer of the event. “A lot of hard work over many days bore fruit and allowed us to deliver a quality event for spectators and players alike, despite some major logistical issues. The success of this edition has convinced us of the promising future of the tournament.”

World-class polo players put on an exciting show that enabled the local community to discover this noble sport on the field built at the Mont-Tremblant airport (Gray Rocks). A dozen riders on four teams vied for the tournament’s top honours. The teams were:

- **Mackenzie Investments**, black jerseys
 1. Juan Falabella, Argentina
 2. Max Torokvei, Canada
 3. Ramzy El-Ashkar, Ghana
- **Polo Blue by Ralph Lauren**, blue jerseys
 1. Christopher Mackenzie, South Africa
 2. Marc Perreault, Canada
 3. David Payne, Canada
- **Holt Renfrew Ogilvy**, grey jerseys
 1. Pablo Falabella, Argentina
 2. Justin R. Fogarty, Canada
 3. Brian O’Leary, Canada
- **Destination Mont-Tremblant**, red jerseys
 1. Thomas Anton, Argentina
 2. Rashid El-Ashkar, Ghana
 3. Roger Girard, Canada



MACKENZIE
Placements



**HOLT RENFREW
OGILVY**





The changing weather conditions increased the difficulty level of the competition. After two days of tournament, Team Mackenzie Investments was awarded third place as Destination Mont-Tremblant was second. The final ended in a draw 3-3 between Team Holt Renfrew Ogilvy and Team Polo Blue, rarity in snow polo.

The Most Valuable Player trophy, a presentation of Polo Blue by Ralph Lauren, was awarded to Christopher Mackenzie, Team Polo Blue, who demonstrated the highest skills during the tournament and an extraordinary sportsmanship.

“Ralph Lauren Fragrances has been thrilled and honored to be the sponsor of such an exciting competition. Polo has always had a very special place in the brand history and DNA, and be part of this international competition was meant to be for us. This weekend has also been a great opportunity to launch our new fragrance, Polo Blue Eau de Parfum, which is the perfect fit with the distinction and sophistication of the event. I believe this is the beginning of a long and solid relationship between Snow Polo Tremblant International and Ralph Lauren Fragrances,” said Carl Morisset, Designer Brands General Manager, L’Oréal Canada.

“Some of the players were competing in a snow polo tournament for the first time. The atmosphere was incredible! Many riders confirmed their interest in coming back next year for the third edition, which will take place March 2 to 4, 2017,” said Justin Fogarty, co-founder and captain of Team Holt Renfrew Ogilvy 2016.

On the sidelines of the tournament, many activities for the benefit of community organizations were organized, including a live auction and sale of promotional items, which raised several thousand dollars to be paid to Fondation Tremblant and Prince's Charities Canada, the Canadian charitable office of His Royal Highness The Prince of Wales.

The development of a sustainable relationship between the organization and the host community is essential to the success of the event. This weekend, the Mont-Tremblant destination took a step closer to a spot on the international circuit and to join the prestigious tournaments in St. Moritz, Switzerland and Tianjin, China.

snowpolotremblant.com

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



MACKENZIE
Placements



HOLT RENFREW
OGILVY





Contact:

Caroline Couillard
Morin Relations Publiques
514 289-8688, ext. 233
cell. 514 755-5729
caroline@morinrp.com



MACKENZIE
Placements



HOLT RENFREW
OGILVY

