



PRESS RELEASE
FOR IMMEDIATE PUBLICATION

SNOW POLO TREMBLANT INTERNATIONAL - 3rd EDITION **A splendid event open to all - March 3-4, 2017!**

Montreal, February 21, 2017 - This coming March 3 and 4, the City of Mont-Tremblant will host the third edition of Snow Polo Tremblant International, a world-class polo tournament on snow that is unique in its kind in Canada and one of only three such events worldwide.

Taking place by the Gray Rocks airport, nestled in the Mont-Tremblant-area mountains, the event will feature human and equine athletes vying for tournament honours before enthusiastic crowds.

“Given the success of last year’s event, we are extremely proud to return with our third edition,” said Herbert Ratsch, co-founder of Snow Polo Tremblant International. “Once again, we want to give spectators and participants an unforgettable experience and make this tournament a grand annual tradition.”

The face of Polo Blue in action

This year, the organizers are also pleased to announce that [Ignacio “Nacho” Figueras](#), one of the world’s top five professional polo players and the face of *Polo Blue by Ralph Lauren* - the sport’s iconic men’s fragrance - will compete this year.

Undoubtedly the best-known polo player in the world, Figueras will be captain of the Polo Blue by Ralph Lauren team. This will be a thrilling occasion for fans to see him in action.

As an ambassador and competitor, Figueras will be available for photos and interviews when the schedule permits.

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International-calibre professional players

Twelve international competitors will be divided into four teams for this competition.

- Polo Blue par Ralph Lauren: blue jersey
- Holt Renfrew Ogilvy: light grey jersey
- Placements Mackenzie: black jersey
- Four Seasons Private Residences: dark grey jersey

Patrick Langlois, 2017 edition ambassador

Also new for this third edition of the tournament: [Patrick Langlois](#), radio host, avid sportsman and winter sports enthusiast, has agreed to be an ambassador for the event.

"I am very pleased to be part of the tournament festivities and to be able to share this extraordinary experience with the public. The weekend promises an incredible atmosphere and superb competition moments," said Langlois.

Free for the whole family

Spectators of all ages will be captivated by the beauty and nobility of this equestrian sport and by the enchanting setting provided by Mother Nature in Mont-Tremblant. The event is a great way to start (or end!) spring break week outdoors.

Best of all, this sumptuous event is free of charge to the public. On Saturday, tickets will also be available (\$20) for seats in the stands (sold at the entrance).

And for those who want to treat themselves to the ultimate experience, some VIP tables are still available at <http://snowpolotremblant.com/attend>

Attendance at this year's prestigious event is expected to be over 5,000!

Event schedule overview:

- Friday, March 3
 - 10:00 AM to noon: general practice
 - 2:00 - 4:00 PM: preliminary matches
- Saturday, March 4
 - 8:30 - 9:30 AM: parade featuring players and horses, Place St-Bernard, Tremblant Resort
 - 10:00 AM - noon: practice
 - 1:00 PM: presentation of teams
 - 1:30 PM: semi-finals
 - 2:45 PM: final match
 - 4:00 PM: post-match celebration on field

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For the complete event program, go to <http://snowpolotremblant.com/schedule>

Valued sponsors and partners

This event is made possible by the cooperation of our valued sponsors and partners: Polo Blue by Ralph Lauren, Holt Renfrew Ogilvy, Placements Mackenzie, Four Seasons Résidences Privées, Bell Media, Casino de Mont-Tremblant, Tourisme Mont-Tremblant, Sotheby's International Realty - Québec and Transcontinental.

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Twitter: [@PoloTremblant](https://twitter.com/PoloTremblant)

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Please note that the press room is located at [Le Grand Lodge - Mont-Tremblant](#) hotel. We ask that you check in first to pick up your media badge before going to the playing field.

The media will have access to a work room at Le Grand Lodge Mont-Tremblant hotel as well as at the competition site.

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Our ambassadors - 2017 edition

Nacho Figueras: English
Patrick Langlois: French and English

Our spokespersons - 2017 edition

Marc Perreault, co-founder: French
Justin Fogarty, co-founder: English
Herbert Ratsch, co-founder: English



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