



For Immediate Release:

Snow Guarantee Promises Snow or Cash to Ontario Snowmobilers

Ontario Federation of Snowmobile Clubs Launches Industry's Only Weather Promise

(Barrie, ON, October 13, 2010) – Ontario snowmobiling gets a major boost this winter as the Ontario Federation of Snowmobile Clubs (OFSC) offers snowmobilers the ultimate weather promise: a Snow Guarantee. Riders who buy a 2011 Seasonal Snowmobile Trail Permit on or before December 15, 2010 can get paid cash if it doesn't snow this winter. The new OFSC Snow Guarantee pays out \$200 to each participating rider if it snows a total of 31 centimetres or less between December 25, 2010 and March 15, 2011 as measured at the Environment Canada station at Shanty Bay Airport near Barrie, Ontario. OFSC 2011 permit members can purchase the OFSC Snow Guarantee online at www.snowguarantee.ca for \$10 (tax included) on or before December 15, 2010.

"The OFSC wanted to show our customers we are listening, so rather than waiting until January to see if it snows before buying their permits, they now have the best of both worlds," commented Josh Grills, OFSC marketing manager. "They can save \$50 on an early Seasonal Permit by purchasing on or before December 1st or pay the full fee of \$250 until the 15th, and in either case eliminate the risk of investing before winter arrives by also obtaining their Snow Guarantee."

The idea for offering a Snow Guarantee originated at the OFSC more than a year ago as an incentive to motivate the early permit sales that provide local clubs with most of their start-up and operational revenues. The OFSC Snow Guarantee is patterned after similar weather warranty promotions offered recently by iTravel 2000 and Direct Energy and is a first for international snowmobiling.

Typically, even in a lower snow season like last winter, the OFSC has trails open for snowmobiling in many areas of Ontario. It is a rare occurrence if the province gets totally skunked for snow. But anything can happen, and now snowmobilers can buy early, confident that the OFSC stands behind its product.

The Ontario Federation of Snowmobile Clubs is non-profit organization dedicated to providing strong leadership and support to member clubs and volunteers, to establishing and maintaining quality snowmobile trails which are used in a safe and environmentally responsible manner, and to furthering the enjoyment of organized snowmobiling.

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