



Press release

For immediate release

New partnership between the Classique internationale de canots de la Mauricie and the Regroupement des microbrasseries de la Mauricie

Shawinigan, Wednesday July 4 2019 – The Classique internationale de canots de la Mauricie partners with the Regroupement des microbrasseries de la Mauricie for its 86th edition which starts August 30 and ends September 2.

As a result this partnership, the Regroupement will brew a brand new beer for the Classique de canots. This lager will be available both on the event's sites, and before the event on the shelves of many of Mauricie region's stores.

For visitors, a more diversified offer of beers will result from this partnership. In addition to the special Classique's beer, three more microbrewery beers will be available. Choices available will differ from site to site.

« Today our microbreweries sign a key partnership which will give us a chance to demonstrate the contribution we can provide to a major event's sponsor. » explains Alex Dorval, president of the Regroupement des microbrasseries de la Mauricie.

The Regroupement des microbrasseries de la Mauricie counts 14 microbreweries that offer regional products inspired by the Mauricie region and which add to the region's heritage and its 6 territories, just as the Classique de canots has since 1934. « We have nice businesses in Mauricie. We're proud to promote them with our event », affirms Stéphane Boileau, executive director at the Classique.

The Classique de canots has experienced an impressive growth in the last years. It counted more than 70 partnerships in 2018, a 600 % increase since its last 5 editions, and it shows no sign of slowing down.

About the Classique internationale de canots de la Mauricie

The Classique de canots takes place on the Saint-Maurice River, which courses through the magnificent Mauricie region, since 1934. Today, more than 70 000 visitors come to celebrate courageous athletes who take on 200 km (124 miles), divided in three stages, of this legendary river throughout this four-day cultural and sports event.

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Source

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