



Press release

For immediate release

Classique internationale de canots de la Mauricie 86th edition's review and new source of funding

Shawinigan, Wednesday Septembre 18, 2019 - The Classique internationale de canots de la Mauricie is proud to present the review of its 86th edition (2019). Furthermore, the Classique reveals a new source of funding : the Loto-Classique.

An exceptional 86th edition under the sun

Mother nature smiled upon this year's Classique, as Saturday and Sunday were both sunny days, and the light rain of Monday morning ceased in the afternoon before the athletes ended their race.

"It's the weather we've been waiting on for two years! The event generated more revenues this year than the last two combined, where the weather wasn't as pleasant" said Stéphane Boileau, Executive Director at the Classique.

Saturday and Sunday, the Promenade du St-Maurice in Shawinigan, which contains the Family Zone Le Lait and the Artisans' Zone, attracted a record high number of spectators. Additionally, the rock tribute shows in Shawinigan and Trois-Rivières gathered hundreds of rock enthusiasts.

As for the light IPA beer *La Classique*, brewed especially for the event, it was greatly appreciated by those who could get their hands on it; a few retailers even went out of stock.

Welcomed changes for the competitions

For its 86th edition, the Classique offered its most exciting competition in the last decade to its numerous athletes, partners, and spectators.

The organization attributes its success to two main reasons. The first concerns changes made to the rules, such as the obligation to feed athletes at specific feeding zones. In addition to making security on water and roads easier, to facilitate ecologic feeding practices, and to improve the feeding zones themselves (addition of docks, toilets, etc.), these zones offer quite a show to fans who came to cheer for athletes passing through several municipalities in the Mauricie region.

The second main reason relates to the participation of a dozen new athletes who came to challenge the magnificent St-Maurice River for the first time at the Classique. The succession shows itself, and it is excellent news for the continuation of paddle sports in Mauricie, in Québec, and in North America.





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Loto-Classique: the means to go further

The Loto-Classique is a financial lever for which the Classique has high hopes. This new source of private funding will allow the nonprofit organization to better its event, free to the public, and to carry out its 2019-2021 strategic plan: its most ambitious so far.

Among other projects, this plan aims at organizing events related to adaptive sports, helping young and new athletes to ensure a succession in paddle sports, bringing back webcasting, and reducing the environmental impact in Mauricie.

“We work hard to expand the Classique since the new team took over in 2016. With Loto-Classique, we’ll be able to reach our cruising speed”, explains Stéphane Boileau.

Loto-Classique is a lottery. Its 1st edition will be held on December 18 at 7 PM at the Complexe Laviolette (Trois-Rivières, Canada). It offers a chance to win one of 14 prizes, including a cash prize of 50 000 \$ and 2 bunkies by Wisewood, partner of the Classique’s. This soiree will be broadcasted live on the Internet.

Raffle tickets cost 100 CAD and are sold at 14 IGA and IGA express in Mauricie, as well as at Pronature Chasse & Pêche 07 (Trois-Rivières, Canada). Each ticket gives 1 chance out of 285 to win a prize. Only residents of Québec (province) may purchase these raffle tickets.

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Source

Jean-Sébastien Mathon

Communication agent

819-537-9221 - agentcom@classiquedecanots.com

