

## PRESS RELEASE

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# Sentier des cimes wins a Prix Excellence

The Sentier des cimes Laurentides has won the categorie Innovation and Development.



Kathy Poulin, Director of Communications and Marketing, at the Excellence Plein air 2023 awards ceremony. Photo - Daniel Desmarais

### Significant recognition from the community

The Sentier des cimes Laurentides, an international tourist destination near Mont-Tremblant, was awarded a Prix Excellence plein air 2023, Development and Innovation, at an evening event celebrating the ambassadors of Québec's nature and outdoor tourism industry.

Presented each year by "Aventure Écotourisme Québec" and the "Association des parcs régionaux du Québec", these awards celebrate the expertise, perseverance and innovative initiatives of the member organisations of these two networks. "We are deeply touched by this recognition from the nature and outdoor tourism community, strongly committed to implementing and promoting best ecotourism and sustainable development practices," explains Kathy Poulin, Director of Communications and Marketing. "It confirms and supports our mission and values, and motivates us to continue our efforts to remain leaders in sustainable tourism.

### A remarkable nature experience on an exceptional site

The Sentier des cimes provides easy, inclusive, and safe access to nature in all seasons, allowing visitors to appreciate its beauty from a unique and spectacular perspective. This innovative project has also helped to breathe new life into the Ancienne-Pisciculture heritage site (1933) managed by the MRC des Laurentides. "Preserving exceptional sites and restoring and revitalising existing infrastructures rather than developing new ones, is an approach rooted in the principles of sustainable development that helps to reduce the ecological footprint of new projects," explains Nicolas Joly, General Manager.

Filled with pride, the entire Sentier des cimes Laurentides team thanks its esteemed partners and the many delighted visitors who contribute to the success of this unique and grandiose destination.

### About the Sentier des cimes Laurentides

Opened in July 2022, the Sentier des cimes Laurentides is a tourist destination for families, seniors and anyone who wants to be amazed by nature and beautiful landscapes. Set in the heart of the Laurentian forest, this trail totals almost 3km round trip, with a maximum gradient of 6%, and is built into the treetops on a wooden structure harmoniously integrated into the environment. The trail culminates in a 40-metre panoramic tower offering a unique view of the forests and mountains.

The planning, design and operation of the Sentier des cimes are based on the principles of sustainable development.



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