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Study shows 50 percent of all North American adults would like to try snowmobiling
Participate in “Take a Friend Snowmobiling Week” February 14-22 and win a free snowmobile

HASLETT, Mich., February 9, 2009—Snowmobiling is a great way to spend time with friends, enjoy the outdoors, view beautiful scenery, and visit places you might only reach by snowmobile. Neighbors, friends and acquaintances who don’t snowmobile would actually love to try it, but are waiting for you to ask them.

According to a recent study by the International Snowmobile Manufacturers Association (ISMA), 50 percent of all North American adults would like to go snowmobiling. When outdoor enthusiasts were asked to rate their desire to go snowmobiling on a scale of 1 (lowest) to 10 (highest), most showed a huge interest, choosing the number 9.

In many ways, snowmobiling is somewhat of a mystery to much of the population. There’s no need to stay indoors during the winter months. With 230,000 miles of scenic, groomed and marked snowmobile trails in North America, there’s plenty to explore from the seat of your snowmobile. Snowmobiling is a great way to reduce tensions and release the demands of everyday life. Sharing this activity with loved ones is a great way to have some fun, and strengthen bonds.

The snowmobile community is excited to announce “Take a Friend Snowmobiling Week,” held February 14-22, 2009. This elongated week celebrates friends and family snowmobiling for nine days, including two weekends. The snowmobile week was introduced to go hand-in-hand with the Take a Friend Snowmobiling campaign, which has been developed to encourage all of us to take our non-snowmobiling friends out snowmobiling.

As a special incentive to take non-snowmobilers snowmobiling, the manufacturers will give away a new snowmobile to a lucky individual who registers at www.gosnowmobiling.org and participates in the “Take a Friend Snowmobiling Week” event. Plan on taking part February 14-22, 2009. Show these people what they’re missing, before the winter season ends.

ISMA is an organization representing the four manufacturers of snowmobiles. ISMA’s main function is to provide and encourage policies, programs and activities to improve the lifestyle activity of snowmobiling throughout the world. For more information, visit www.snowmobile.org. International Snowmobile Manufacturers Association, 1640 Haslett Road, Suite 170, Haslett, MI 48840.

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