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Press Release

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FOR IMMEDIATE RELEASE

Snowmobile Community Announces Upcoming Sled Season Celebration October 29-30, 2021

HASLETT, MI, Aug 17, 2021: The snowmobile manufacturer members of ISMA (Arctic Cat, BRP, Polaris, and Yamaha) are excited to partner with their snowmobile dealers across North America, and the Snowmobile Associations/Federations and Clubs in coordinating the first Annual Sled Season Celebration in North America. ISMA is happy to be joining Sweden, which has been holding a Snowmobile Celebration Event in October of each year for the past decade, to kick off the 2021-2022 snowmobile season. North American events will be hosted at snowmobile-friendly venues like dealerships and clubhouses October 29th and 30th, 2021.

The event will be centered around having fun, celebrating snowmobiling activities, and gathering all snowmobilers, both long time acquaintances and new snowmobiling members of the community.

North American snowmobile dealers, snowmobile clubs and associations/federations are invited to participate in the two-day celebration. Each dealer and club are encouraged to develop their own fun activities as part of the celebration. Activities could include but are not limited to:

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1. Vintage sled displays
2. Show and shine displays
3. Halloween costume contest
4. Live music
5. Great food
6. Fun games such as horseshoes, corn hole toss, etc.
7. Snowmobile safety training
8. Maintenance seminars
9. Avalanche safety training
10. Assorted giveaways (created by the club and the dealer)

The event is modeled after the celebrations that have been successful in Sweden. The imaginations of club members and dealers can create great, fun times to get people thinking about the upcoming snowmobiling season. The goal of the event is to have a fun way to gather snowmobilers to plan snowmobiling activities for the upcoming winter, and discuss trail expansion, backcountry access, club rides, maintenance, grooming issues and all things snowmobiles.

The event will be supported with a social media ad campaign and promoted through communication by the manufacturers and dealers. ISMA is helping coordinate the activity and more information about the event can be found at [Sled Season Kickoff 2021](#)

. We look forward to great activities planned throughout North America and are partnering with the [American Council of Snowmobile Associations \(ACSA\)](#) in the United States and the [Canadian Council of Snowmobile Organizations \(CCSO\)](#) in Canada.

Their websites will have information on the event as well.

Following this past year's excellent sales of new and used snowmobiles, we are looking forward to meeting the many new snowmobilers who are being introduced to the sport, the clubs and enjoy a snowmobile community's warm welcome. We look forward to seeing you all in October for the Sled Season Celebration!

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