



FOR IMMEDIATE RELEASE

The New Brunswick Federation of Snowmobile Clubs, Inc (NBFSC) July 2021

NBFSC Announces Rebrand

Woodstock, NB. The New Brunswick Federation of Snowmobile Clubs, Inc has rebranded to Snowmobile – Motoneige NB to better reflect who we are as an organization, our membership and those who enjoy our trails.

Snowmobile – Motoneige New Brunswick (SMNB) – formerly the New Brunswick Federation of Snowmobile Clubs, Inc (NBFSC)– was incorporated in 1982 by volunteers. We have been providing residents and, an increasing number of visitors with managed snowmobile trails as we enter our 40th Anniversary winter season in 2022.

At the conclusion of the 2018 winter tourism season SMNB was confirmed as the primary source of New Brunswick’s leading winter tourism sector. An annual \$90.5 million worth of economic and volunteer value snowmobile development in the Province (*Gardner Pinfold Consultants, December 2019*) was also confirmed. Forty years hence the N.B. Snowmobile Clubs are still operating with volunteers and together with a small SMNB staff under a Provincial volunteer Board of Directors, we are proud of our past and our future importance in New Brunswick’s economy.

Quote from SMNB President Dave Garland:

“This change of name will be a proactive move forward in our position of communication to government and other organisations. It clearly defines our goal as a Federation providing member benefits and a tourism product. The name NBFSC shall remain as legal title but we shall operate as “Snowmobile-Motoneige NB”. “

A new name, new logo and new offices, a new beginning for the next 40 years.
Please visit our website www.snowmobilenb.com to plan your trip, buy your permits and enjoy the photos!

In our 40th Anniversary year, SMNB invites you to join us this winter and enjoy our first class trails, honouring our volunteers and landowners, without whom none of this would be possible.

Ride Safe, Ride Smart

