



International Snowmobile Manufacturers Association

Press Release
FOR IMMEDIATE RELEASE

Snowmobile Day 2026

October 20, 2026 — The International Snowmobile Manufacturers Association (ISMA) is pleased to continue its annual celebration of snowmobiling with the first of two signature events: International Snowmobile Day on October 31st, 2026.

Snowmobile Day events invite clubs, dealers, and snowmobile enthusiasts across North America to celebrate the sport, welcome new riders, and build community. ISMA supports local snowmobile clubs with grants to host this event, encouraging fun, safety, and camaraderie at the start of the season.

Snowmobile Day, inspired by Sweden's long-running Snöskoters Dag, brings dealers and clubs together to showcase new products, highlight safety, and promote club membership as we start gearing up for the winter to come. Events often include:

- Vintage and custom sled "Show and Shine" displays
- Groomer and towing vehicle exhibits
- Safety training and maintenance sessions
- Games, raffles and giveaways from local businesses
- A possible Halloween party this year

ISMA congratulates the following clubs selected for 2026–2027 Snowmobile Day and Ride Day grants. Check out their Snowmobile Day event at their dealer partner location if you are in the area.

Snowmobile Club:	Dealer Partner:	Location:
Dalton Ridge Runners	Dalton Mountain Motorsports	Lancaster, NH
Davis County Snowmobile Club	Karl Malone ADS	Ogden UT
D.R.A.G. of Speculator	Village Motorsports, Inc	Speculator, NY
Fergus Elora Belwood Snowmobile Club	Lockhart's Odyssey	Guelph, ON
Forsyth Snowmobile & ATV Club	Ride North Marquette	Ishpeming, MI
Fort Mountain Trail Winders	Bickfords Sport Center	Epson, NH
Lakeville Sno-Trackers Inc	Leo's South	Lakeville, MN
Lancaster Snowdrifters	Dalton Mountain Motorsports	Lancaster, NY
Lyme Pinnacle Snowmobile Club	Robbins Powersports	Windsor, VT
Melfort and District Trail Riders Inc	Thomas Motors	Melfort, SK
Prince Albert Trail Riders Inc	Rally Motor Sports	Prince Albert, SK
Riverbend Benders	Nielsen Enterprises	Lake Villa, IL
Salt Lake Valley Snowmobile Club	Karl Malone Powersports	Salt Lake City, UT
Sister's Sno-Go-Fers	Cascade Motor Sports	Bend, OR
Sno-Kommanders of Lake County	Nielsen Enterprises	Lake Villa, IL
Snow Riders of Nashaway	Central Mass Power Sports	Lunenburg, MA
Waumbek-Methna Snowmobile Club	Dalton Mountain Motorsports	Lancaster, NH

Snowmobile clubs that were not selected this year are encouraged to host their own events and apply again next season.

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