

Premier's Ride Provincial Go Snowmobiling Ride, 2020



Our 2020 snowmobile season started with a tremendous boost of recognition from the Premier of New Brunswick, the Hon. Blaine Higgs. In his own words, he has snowmobiled all of his life and has had some of his most memorable rides with his father. In mid-January 2020 he joined the NBFSC for an epic three day adventure that we planned together to celebrate snowmobiling as New Brunswick's leading winter tourism sector.



Originally, our 2020 Provincial "Go Snowmobiling Ride" was scheduled with Premier Higgs and his guests for Monday afternoon, February 3rd, 2020. This plan was literally turned upside down a few days before Christmas-2019. And that is very positive. Our Premier has a vision and a plan to promote snowmobile tourism around the Province and he did that with a three day provincial ride.



Premier Higgs, the Hon. Robert Gauvin (Tourism) and the Hon. Bill Oliver (Transportation) joined the NBFSC on Monday morning January 20th in Woodstock N.B. Departing the *home* of the Woodstock Trailmakers Snowmobile Club, led by NBFSC President Scott Ralston we rode to Edmundston on day one. Day two departing Edmundston we guided the group to Moose Valley Lodge for lunch and on to St. Quentin for the evening. Day three we departed for a press announcement at Mt. Carleton Provincial Park officially opening the snowmobiler's fuel sales at the Park and the new Lodge next to NBFSC Provincial Trail #19. After the Mt. Carleton Park media event the group rode into Bathurst for a closing dinner. Our total "Go Snowmobiling Ride" mileage in 2020 was 633 kilometers of *White Gold* trails.



Premier Higgs at every opportunity took time to recognize, and honour the volunteers of the multiple clubs trails we rode on. Of our 49 Member Clubs provincially, we rode on twelve (12) of the Clubs' trails. We rode in portions of NBFSC Zones 4, 1, 2, 3 and 5. The Club Presidents and their corresponding Zone Directors from these trails were invited to join Premier Higgs and the Ministers each of the evenings. The Club Presidents who joined the Premier were honoured with a 'Certificate of Appreciation' from the Premier each evening.



The NBFSC's "Go Snowmobiling Rides" have been in place for over 15 years now, and these do not happen without the broad support of multiple partners & friends. The International Snowmobile Manufacturer's Snowmobile Association (ISMA) developed the 'Take a Friend' concept in the past two decades and the NBFSC has hosted at least one ride every season. In 2012 ISMA awarded the NBFSC with the 'top ride' in Canada for our Provincial Rides. In 2020 we have been recognized again for our hosting each season of both a Provincial and Federal Government event.



The NBFSC would also like to thank some of our gracious Corporate Partners who we rely upon to host these events. In Bathurst at the Atlantic Host, Keith DeGrace and in Edmundston at the Best Western, Noemy Morneau and their staffs assisted our journey. Thank you also to West End Sports, Yamaha Dealer (Guy), Hawkin's Equipment (John) Polaris Dealer, Patterson's Equipment (Bob), for Arctic Cat, JT Motorsports (Daren) and all the New Brunswick Ski-Doo dealers. The support annually received from Arctic Cat, BRP Ski-Doo, Polaris and Yamaha allow us to have snowmobiles for our guests each season.





Premier Higgs is determined to do things differently and open those files that others in Government for decades have constantly said “no” to. His commitment to entrenching snowmobiling as New Brunswick’s winter tourism is evident in every conversation and every speech he gave and had with us over our three days together. At every opportunity, every trail stop, every meal and in every media scrum Premier Higgs thanked the NBFSC, our Member Clubs and the Clubs’ volunteers.



Our 2020 provincial “Go Snowmobiling Ride” with Premier Higgs was very different; that is good thing.