

Media Release
Peace Valley Snow Riders

Alberta Snowmobile Association Recognizes Local Business & Member

At the Alberta Snowmobile Association Annual Awards Banquet held in Edmonton on Saturday October 13th, both a local business and a member associated with the Peace Valley Snow Riders Club were selected to receive provincial awards. Mighty Peace Power Sports & RV received the **Dealer of the Year Award** and Francois Allard received the **Groomer of the Year Award**. This further highlights the provincial recognition of the local Club which was awarded the Mighty Peace Region - Club of the Year award in 2010, 2013 and 2014. Obviously such recognition for the Club is only possible due to the support of the Club's members and stakeholders hence we are pleased that those associate with the Club have been recognized as well.

Mighty Peace Power Sports & RV is a relatively new dealer in Peace River however General Manager Travis Wood has been involved in the local automotive and recreation vehicle business for the past 10 years. Travis was responsible for the sale to the Club of its Arctic Cat groomer in November of 2012. Mighty Peace Power Sports & RV has supported the Club since opening in October 2016 by assisting with promotion of Club, sales of Annual Trail Passes and groomer maintenance. This also includes supporting Club events as Travis is the Peace Valley Snow Riders Director/Special Events. The attached picture is associated with the east end Grand Opening of the Smith Mills Trail that took place on March 11, 2017. Shown in the picture are Brett Smyl, Owner of Mighty Peace Power Sports & RV, who later assisted with the ribbon cutting ceremony, and Trevor Brochu, who is a Parts Person for the business.

The Club receives significant support from their volunteer base with 786 hours contributed to operations and development work last year. In regards to the operations of the Club, one of the large contributors was Francois Allard who provided grooming services for all of the Club's approximately 135 km of operating trails, with many being groomed more than once. An example of the dedication shown is the grooming of the 60 km Smith Mills Trail which took 12 hours to complete. Most significant is the fact that Francois carries out the grooming with his own equipment which was purchased at significant expense, and for which all operating expenses were covered as well. When Francois first raised the possibility of purchasing the grooming equipment and carrying out the grooming work, he advised that this was a lifelong desire!! The Club would also like acknowledge Francois's brother and partner in Allard Logging Ltd., Pierre Allard for supporting the purchase of the equipment and assisting Francois with the grooming work. It is unusual for a first year groomer operator to receive the Groomer of the

Year award but based on the contribution and dedication provided to the local Club, Francois is a worthy recipient.

The Peace Valley Snow Riders is a member Club of the Alberta Snowmobile Association. Annual Trail Passes can be purchased on line at <http://albertasnowmobile.ca/> or from local snowmobile dealers in Peace River and Hines Creek. Those seeking additional information on the Club or the trails it operates in the Peace River area can visit the Club Facebook page, website at <https://peacevalleysnowriders.com/>, or by contacting Club members Francois Allard – Director/Publicity at fallard@outlook.com cell 780-618-7773 or Dwayne Buchholtz – Stakeholder Liaison at amen@telus.net cell 780-618-1504.

Attached pictures:

1. (211) Picture associated with Smith Mills Trail Grand Opening – Shown is Brett Smyl – Mighty Peace Owner (left) & Trevor Brochu – Mighty Peace Parts Person (right).
2. (754) Picture of Allard groomer.
3. Mighty Peace Dealer of the Year 2018 – Shown left to right is Brett Smyl, Denise England – ASA President, Trevor Brochu – Mighty Peace Parts Person, Alex Florence – Mighty Peace Power Technician, Chris Houle – Mighty Peace Power Technician, Travis Wood – Mighty Peace General Manager, Nick Woods – Professional snowmobile rider sponsored by Mighty Peace, Chris Brookes – ASA Executive Director
4. Allard Groomer of the Year 2018 – Shown left to right is Denise England – ASA President, Francois Allard, Chris Brookes – ASA Executive Director