



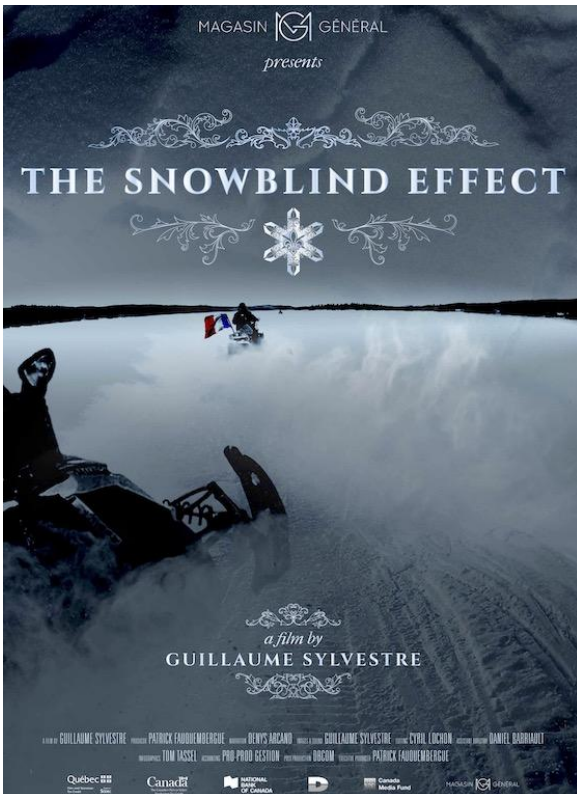
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The Snowblind Effect

FULL CATALOG



DURATION:
1 x 45'

GENRE:
Sports

PRODUCER:
Les Productions Magasin Général
Inc.

COUNTRY OF ORIGIN:
Canada

THEME:
Snowmobile

CATEGORY:
FULL CATALOG

SUBTITLES:
English

AVAILABLE RIGHTS:
Worldwide,
excluding French Canada

LANGUAGE:
French

FORMAT:
HD

YEAR:
2020

With its 33,000 kilometers of marked trails and tens of thousands of kilometers of off-trail routes, Quebec is the world's snowmobile paradise. Attracting 30,000 European tourists each year, 80% of whom are French and in search of wide-open spaces and thrills, snowmobiling generates \$968 million in economic spin-offs (statistics from the Fédération des clubs de motoneigistes du Québec, 2017). With "The Snowblind Effect", we're proposing a discovery of rural Quebec through a memorable snowmobile ride. A group of a dozen tourists, mostly French, in perpetual culture shock, will be accompanied by the most flamboyant snowmobiling guide, the legendary Keven Clavet, from Nord Expé, the ultimate snowmobile organization specialized in northern expeditions.