



FOR IMMEDIATE RELEASE

OFSC Announces Benefits for Early Permit Buyers Starting September 1st

Fee Stability & New Rider Advantage Bonus This Year

(Barrie, ON – August 20, 2020) – After booming sales of motorized recreational products across the province, the Ontario Federation of Snowmobile Clubs (OFSC) is anticipating strong demand for Ontario snowmobile trails this winter. In anticipation of this growth, today the OFSC announced new benefits for Ontario snowmobilers as part of its overall strategy to ensure the health and safety of its members, volunteers, landowners and riders for the coming snowmobile season.

Focused on delivering the best possible trail riding experience across the province, the initiatives announced today encourage snowmobilers to support the OFSC provincial trail system by purchasing their 2021 Seasonal or Classic Trail Permit starting September 1st. This early date is the first time in OFSC's 53-year history that snowmobilers can purchase trail permits and permit gift cards before Labour Day.

Fee Stability: To keep permits affordable and encourage early buying, snowmobilers will benefit from fee stability. This means that 2021 Seasonal and Classic Trail Permit fees will not increase from last season. Early Bird fees will remain at \$190 (Seasonal) or \$150 (Classic).

These early fees are only available online at ofsc.on.ca from September 1st through November 1st, after which permit fees increase. Under Ontario law, Snowmobile Trail Permits sold by the OFSC under the authority of the Ministry of Transportation are mandatory for recreational snowmobiling on OFSC Prescribed Trails.

"Fee stability is good news for all riders, considering they have the opportunity to ride available trails, anywhere in Ontario throughout the winter," said OFSC CEO Landon French.

Rider Advantage Bonus: The OFSC is also providing a one-time "confidence bonus" for snowmobilers who sign up for the Rider Advantage Program at the time of early permit purchase. This OFSC offer is redeemable towards the purchase of a 2022 Seasonal or Classic Trail Permit. Snowmobilers who sign up for Rider Advantage this September, between the 1st & 30th, may qualify for a bonus of \$50. For those signing up for Rider Advantage from October 1 to 31, the bonus is \$25.

The OFSC will apply the Rider Advantage Confidence Bonus for 2022 Seasonal or Classic Permits should snowmobile trails become closed this season as a result of COVID-19 health guidelines. For the bonus to apply, such closure would have to occur before February 16, 2021 and continue for the remainder of the season. The appropriate bonus would then be applied to your 2022 Permit account.

The Rider Advantage Confidence Bonus provides reassurance to snowmobilers in these difficult times. But equally important, the incentive helps ensure that OFSC clubs and volunteers receive the funds required to prepare 30,000 kilometres of trails province wide this fall. Through the purchase of a permit,

trail riders each contribute to the overall operating cost of the entire provincial system to help keep as many snowmobile trails as possible available now and into the future.

“OFSC member clubs and volunteers will be going to extraordinary lengths to get our trails ready to ride,” Landon French concluded. “But they can’t do it without help, so we are urging every snowmobiler to support their efforts by purchasing a permit in September or October and benefit from the lowest permit fees and the Rider Advantage Confidence Bonus.”

OFSC Fee and Rider Advantage Confidence Bonus Schedule for 2021			
Permit Type	Date of Purchase	Fee*	Rider Advantage Confidence Benefit**
Seasonal & Gift Cards	Sept 1 – Sept 30	\$190	\$50 bonus applied to your 2022 permit account
	Oct 1 – Nov 1	\$190	\$25 bonus applied to your 2022 permit account
	Nov 2 – Dec 1	\$220	n/a
	Dec 2 onwards	\$270	n/a
Classic & Gift Cards	Sept 1 – Sept 30	\$150	\$50 bonus applied to your 2022 permit account
	Oct 1 – Nov 1	\$150	\$25 bonus applied to your 2022 permit account
	Nov 2 – Dec 1	\$150	n/a
	Dec 2 onwards	\$180	n/a

**Seasonal & Classic permits subject to a \$7.50 processing fee.*

***the Rider Advantage Confidence Bonus must be selected at the time of permit purchase and if applicable, the OFSC will apply the bonus to your permit account for the 2022 season.*

Terms and conditions available at ofsc.on.ca

Free App: In addition to early permit purchasing and benefits, the OFSC is offering snowmobilers access to a free, starter version of the Go Snowmobiling Ontario app. This app provides basic trail information similar to a printed trail guide for your mobile phone, as well as updates throughout the season. An upgrade to the PRO version of the Go Snowmobiling Ontario app with many additional features and capabilities is available for just \$3.99.

In the coming weeks the OFSC will announce more plans and protocols to ensure the health and safety of volunteers, landowners and riders.

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The Ontario Federation of Snowmobile Clubs (OFSC) is a volunteer led not for profit association that provides the voice for organized snowmobiling in the Province of Ontario. The snowmobile trails managed by 200 community based, member organizations, generate up to \$3.3 billion in economic activity across the province each year.

For questions or to schedule a media interview with the OFSC, please contact Lisa Stackhouse at lstackhouse@ofsc.on.ca or by phone at 705-739-7669 x235

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