



2020 PARTICIPANT'S GUIDE

*Have a
great 24h!*

DEC.
4-6,
2020

TABLE OF CONTENTS

- 1** ▶ Word from the Producer, Simon-St-Arnaud
 - 2** ▶ Backgrounder
 - 3** ▶ Skiing in a COVID World
 - 4** ▶ Participation Categories for 2020
 - 5** ▶ Tools for Logging Activity Time
 - 6** ▶ Tips for Staying Connected with Teammates
 - 7** ▶ Tips for Sharing the 24h on Social Medias
 - 8** ▶ Weekend Schedule and Live Broadcasts
 - 9** ▶ Participant Safety
 - 10** ▶ Starting Ceremony
 - 11** ▶ Closing Ceremony
 - 12** ▶ Activities for a Contactless Remote Challenge
 - 13** ▶ Contactless Donation Drive
 - 14** ▶ Loyalty Club
-

1 ▶ A WORD FROM THE PRODUCER, SIMON ST-ARNAUD

Since the start of the pandemic, the Tremblant's 24h team has had to pivot to deal with the new reality. We've all been hard-hit by the health crisis, making it more important than ever to honour our commitments to our beneficiary foundations. Motivated by children's causes, we've created a virtual event that allows us to produce Tremblant's 24h remotely in compliance with health and social distancing guidelines. Even though the 24h event is online, we invite you to limit the number of people you get in contact with (outside of your direct family members), to avoid mass gatherings and to be sensitive to the photos or videos that you will post on social media. This manual was written to describe the new participation categories and the conduct of the 20th edition as well as to give you tools to help you prepare for your remote 24h challenge.

2 ▶ BACKGROUNDER





With the COVID-19 situation evolving daily, Tremblant's 24h organizers have sought to adapt and reinvent the event to comply with prevailing health guidelines issued by the government. On October 9, Tremblant's 24h made the decision to make the event completely virtual. That means there will be no live gatherings at the Mont Tremblant Resort. The priority is still to have teams engage in their physical (or less physical) challenges, whilst team members maintain social distancing wherever you choose to carry out the challenge.

The ultimate aim is to provide participants with the safest possible experience and give everyone the appropriate tools to complete the remote challenge.

3 ► SKIING IN A COVID WORLD

Skiing has always been part of the very essence of Tremblant's 24h. Though the event will not take place physically at the resort, Tremblant will nonetheless be open to skiers and riders who want to enjoy the slopes the weekend of our event and all winter long.

Visitors must comply with the health regulations issued by the ASSQ in accordance with the ski hill's and region's alert level.

Health and safety instructions to enjoy a safe ski season				
Basic measures				
				
	LEVEL 1 - VIGILANCE	LEVEL 2- EARLY WARNING	LEVEL 3 - MEASURES IN FORCE	LEVEL 4 - MAXIMUM ALERT
Inter-regional travel	Authorized		Not recommended from or toward an orange or red zone. Visitors should apply the instructions associated to their local region.	Not recommended from or toward an orange or red zone. Visitors will be limited only to the practice of their sport while onsite.
Base lodge and F&B	Access will be limited according to the building size. Food services will operate following the sector specific measures. Face-coverings are required for every visitors 10 years old and +. ¹ Frequent cleaning and disinfection for all high-touch areas.			Base lodge will only be used as a shelter for guests to warm up, with limited access time. Disinfection protocols after each use. Sanitary facilities will remain accessible.
Services (Ski shop, Rentals, Lockers)	Access will be limited in order to respect the 2m physical distancing. Face-coverings are required for every visitors 10 years old and +. ² Equipments are disinfected after each use.			Ski shop, rental and repair shop open.
Lifts	Visitors from the same household are encourage to ride the lift together. Respect the 2m physical distance in lift lines. Face-coverings are required in lift lines and while riding the lift (3 years old and +). ³ Limited capacity for gondola at 50%.			1 lift = 1 household 1 gondola = 1 household or 2 single visitors For single visitors, the 2m physical distancing will be applied for all lift types.
Snow School	Face-coverings, like neck warmers, are required for all skiers of 3 years old and +. Small and stable group are recommended.			Closed
Federations, Competition Team and Sports-Études	Refer to Ski Quebec Alpin and other Federations plans			All organized sports are suspended with the exception of Sports-Études and Sports Concentrations. ⁴



Ski well,
Be well.

¹ Bring a spare face-covering to access the lodge.
² <https://www.quebec.ca/en/health/health-issues/a-z/2019-coronavirus/wearing-a-face-covering-in-public-settings-in-the-context-of-the-covid-19-pandemic/>
³ It can be a neck warmer, balaclava, neck gaiter or other accessories well adjusted that covers mouth and nose. This accessory should be made of 2 layers of fabric tight stitches and large enough to cover both the mouth and nose.
⁴ In organized practice or in training only, while respecting the strict application of distancing measures and the absence of contact between people.

<https://manege.ski/en/saison-2020-2021/>

Visit the [ASSQ's website](https://www.assq.org/) for further information about the sanitary measures implemented in ski resorts across the province.

4 ► PARTICIPATION CATEGORIES FOR 2020

Fundraising mode

- ✓ Do an individual donation drive as a supporter
- ✓ Create a fundraising team with all participants collecting donations

Remote 24h

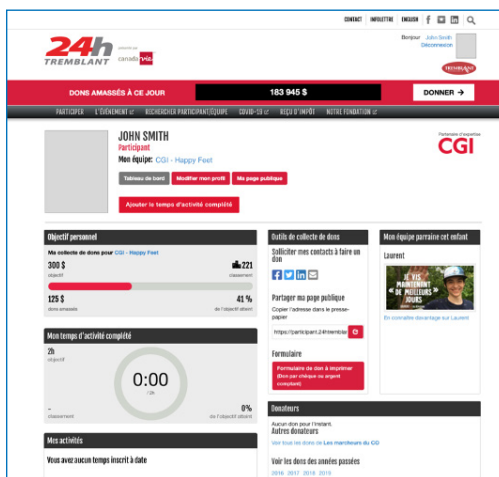
- ✓ In teams of 2 to 12 remote participants, logging as much time as possible doing a physical (or other) activity of their choice for 24 hours.

5 ► TOOLS FOR LOGGING ACTIVITY TIME

Use this tool to log the time you spend on each activity.

A few days before the event, you'll see the indicator **"My activity time"** appear on your profile page. Use this to enter the time you and your teammates spend on an activity.

SIMPLE AND INTUITIVE OPERATION



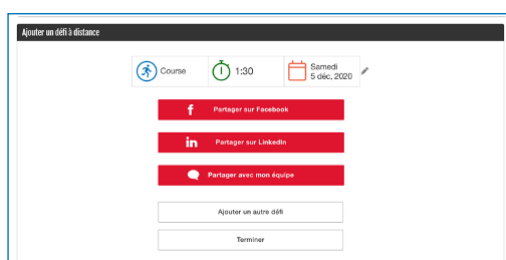
1- Click on "Add activity time"

2- Select the activity

3- Enter time spent doing activity

4- Enter date of activity

5- Click "post" and the time will automatically be added to your profile and your team's page.



6- Share to Facebook, LinkedIn or with your team

The tool is compatible with all mobile devices!

Thanks to our loyal partner **CGI**

6 ► TIPS FOR STAYING CONNECTED WITH TEAMMATES

Create your own virtual team HQ! We suggest you create a meeting or room to share with the team using one of the popular video communications apps, such as:

- ✓ Zoom
- ✓ GoToMeeting
- ✓ Google Meet
- ✓ Microsoft Teams

Schedule specific times for the group to meet to give each other advice and encouragement, or just leave the connection and room open so that teammates can do relays, for example.

7 ► TIPS FOR SHARING THE 24H ON SOCIAL MEDIAS

Engage your community during the 24h by spreading the word on your social media!

During the weekend of the event, we encourage you to create photo and video content:

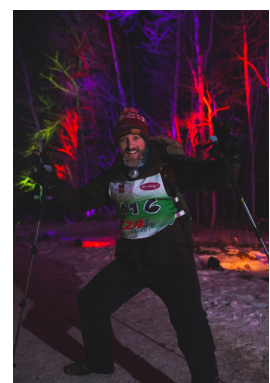
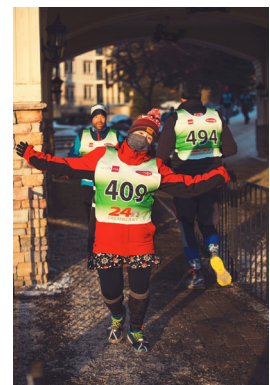
- ✓ 1. At the start of your challenge.
- ✓ 2. During your challenge.
- ✓ 3. At the end of your challenge in a spirit of celebration.

Best practices for photo and video content:

- ✓ Photo or video in vertical format.
- ✓ Wear your bib, hat or 24h mask.
- ✓ Use #24htremblant in your posts and send us your best moments at photos@24htremblant.com.
- ✓ Tag your donors in your photos so they can see your commitment.
- ✓ Thank your donors throughout the weekend.
- ✓ Remind your community that there is still time to give.
- ✓ Embed the link of your participant's profile page in all your posts to drive donations.

Photo or Video Suggestions:

- ✓ Photo or video of you getting ready - Vertical format;
- ✓ Photo or video of you during your activity - Vertical format;
- ✓ Photo or video of you at the end, with your medal - Vertical format.



8 ► PARTICIPANT SAFETY

A remote 24h offers endless possibilities in terms of activities. Ensuring the safety of your team members is essential, especially if your activity is done outdoors.

- ✓ 1. **Make sure you're visible at all times, night and day.** Wear brightly coloured clothing, use safety lights (frontal headlamps for runners, flashing bicycle lights) and reflective strips and decals... all of these accessories will make a world of difference to help people and cars detect you in the dark.
- ✓ 2. **Comply with the Highway Safety Code** if your activity puts you on public roads!
- ✓ 3. **Keep a first-aid kit at hand.**
- ✓ 4. **Stay hydrated.** Cold winter air often masks the signs of dehydration. Carry a water bottle or electrolyte beverage with you and drink regularly.
- ✓ 5. **Keep up your energy.** To maintain the energy you need to complete your physical challenge, be sure to have a good supply of snacks on hand (bars, nuts, fruit, etc.). Or fill a thermos with a hot beverage or hearty soup – ideal for cold-weather activity and sustenance.
- ✓ 6. **Dress for the temperature** and always have a change of clothes ready.
- ✓ 7. **Notify a teammate or other person of your itinerary.** If an emergency comes up, they'll know where to find you.

9 ► WEEKEND SCHEDULE AND LIVE BROADCASTS

FRIDAY, 4 DECEMBER, 2020

24h's Kickoff Live from Rogers Studio	7:30 to 8 p.m.	BORÉALE BEER TASTING Join us for a beer tasting hosted by Gabriel Dulong, Boréale master brewer. For the best tasting experience, get the 4 following beers, to be shared, at Relais Boréale. They are also available at major grocery stores in your area. <ul style="list-style-type: none">✓ La IPA du Nord-Est✓ La Kölsch de la Rivière✓ La Cuivrée✓ The latest beer in the Artisan series, la IPA Des Côtes ! The 24h Tremblant participants can also use the \$15 gift certificate, received in their participating box, at Relais Boréale.	Broadcasted on Facebook @24htremblant and on 24htremblant.com
	8 to 9:15 p.m.	PARTICIPANTS PARTY THE 24h IN YOUR LIVING ROOM Mélissa Lavergne and DJ Abeille Gélinas will be in the control room for our live broadcast as the 24h kicks off in party mode! Be ready with your special requests and prepare for a musical performance that will have you moving and grooving at home!	Broadcasted only on 24htremblant.com

9 ► WEEKEND SCHEDULE AND LIVE BROADCASTS (SUITE)

SATURDAY, DECEMBER 5, 2020			
Presentation of Sponsored Children Live from Rogers Studio	9:30 to 10:15 a.m.	GET TO KNOW THE FACES BEHIND THE CAUSE Always an emotional event. Presentation of the sponsored kids and their families. Moving testimonials that will inspire you to surpass yourself in your chosen challenge.	Broadcasted on Facebook @24htremblant and on 24htremblant.com
3-2-1...GO! 24h 2020 Start	11:45 a.m. to 12:15 p.m.	SIMULTANEOUS MASS START OF CHALLENGE AT THE STROKE OF NOON Teams and participants throughout Quebec begin a one-of-a-kind edition of the 24h. Happy 24h, everyone!	Broadcasted on Facebook @24htremblant and on 24htremblant.com
24h of the Road Meets and Greets!	- 3 p.m. - 6 p.m. - Midnight - 9 a.m. (Sunday)	MEETING TEAMS AND PARTICIPANTS Our mobile crew will be criss-crossing the province to experience the remote 24h with participants in different regions.	Broadcasted on Facebook @24htremblant and on 24htremblant.com
Unplugged Session with David Laflèche and Guests Live from Rogers Studio	8 to 9:30 p.m.	MUSIC AND EMOTION – INSPIRED BY THE KIDS Our faithful friend of the 24h, David Laflèche, has created a special program for this occasion. Intimate conversations with special guests will make for memorable times in the studio.	Broadcasted only on 24htremblant.com
SUNDAY, 6 DECEMBER, 2020			
Stronger together!	11:45 a.m. to 12:15 p.m.	THE 24H FINALE Join us for the final countdown of the sporting challenge, to relive the weekend's highlights, and to experience one of our favourite moments: the unveiling of the fundraising total for children's causes!	Broadcasted on Facebook @24htremblant and on 24htremblant.com

10 ▶ STARTING CEREMONY - DECEMBER 5, 2020

- ✓ The starting ceremony will be broadcast live from the Rogers Studio in Tremblant from 11:45 a.m. to 12:15 p.m. and rebroadcast on 24htremblant.com/endirect and [Facebook](#).
- ✓ Our goal: to get as many participants as possible, even if we're all scattered in different locations, to "attend" the official start of the 20th edition of Tremblant's 24h.
- ✓ From 11:45 A.M. on Saturday, December 5, click on the following Zoom link <https://zoom.us/j/95645185910> to join us on our online starting line.

See you there!

11 ▶ CLOSING CEREMONY - DECEMBER 6, 2020

- ✓ The closing celebrations of the 20th edition of Tremblant's 24h will be broadcast live from 11:45 a.m. to 12:15 p.m. on 24htremblant.com/endirect and [Facebook](#).
 - ✓ This will be the time to relive the weekend's highlights, hear the testimonials of participants interviewed by our mobile squad, reveal the donation drive winners and announce the grand total for 2020.
 - ✓ The event ends officially on Sunday, December 6 at noon.
-

12 ▶ ACTIVITIES FOR A CONTACTLESS REMOTE CHALLENGE

To make your virtual challenge even more meaningful, as the event progresses be sure to share the time you spend on your chosen physical activity and remember what motivates you to tackle this challenge.

WALK OR RUN

- ✓ Determine a looping circuit around your workplace or neighbourhood and invite donors to come cheer you on (at a distance, of course) as you walk or run your route!
- ✓ This same circuit might even get noticed by other participants, who could then use it for their physical activity.

SKI OR SNOWBOARD

- ✓ You don't need to be in Tremblant to hit the slopes with your team! Inquire about opening hours, prevailing health measures, and ski packages at ski hills near you.

OTHER SUGGESTED ACTIVITIES

- ✓ Cross-country skiing
- ✓ Snowshoeing
- ✓ Skating
- ✓ Hiking
- ✓ Snowmobiling
- ✓ Curling
- ✓ Street hockey
- ✓ Circuit training
- ✓ Yoga
- ✓ Meditation

SUGGESTIONS OF LESS PHYSICAL ACTIVITIES

- ✓ Board game marathon
- ✓ Card game marathon
- ✓ Video game marathon

TAKE ADVANTAGE FROM YOUR TALENT

Does your team have a talent, an area of particular expertise, a shared leisure activity that could be put to good use? Why not do something you all love for 24 hours? The possibilities are endless:

- ✓ Jewelry making
- ✓ Sewing
- ✓ Knitting
- ✓ Cooking
- ✓ Cleaning
- ✓ Drawing
- ✓ Painting
- ✓ Dancing
- ✓ Singing
- ✓ Playing music

BONUS: When your 24-hour challenge is done, you can sell the things you made to add to your fundraising total!

13 ► CONTACTLESS DONATION DRIVE

For more contactless fundraiser ideas, read our [Fundraising 101 guide](#).

14 ► LOYALTY CLUB

The Loyalty Club is YOUR recognition program rewarding you for all your hard work raising funds!

Expand the fundraising initiatives, make your donation thermometer soar, and enjoy the perks and prizes exclusive to Loyalty Club members. Distinguish yourself by raising a minimum of \$2,500 and start to reap the rewards!

Talk to your teammates about it now!

To see the prizes to be won by the top-performing fundraisers, go to the [Loyalty Club page](#).



*Happy fundraising
and have a great
remote challenge!*