



International Snowmobile  
Manufacturers Association  
(ISMA)  
1640 Haslett Road  
Haslett, Michigan 48840  
Phone (517) 339-7788  
Fax (517) 339-7798  
[www.snowmobile.org](http://www.snowmobile.org)  
[www.gosnowmobiling.org](http://www.gosnowmobiling.org)  
[www.avosmotoneiges.org](http://www.avosmotoneiges.org)

# Press Release

Contact: Ed Klim  
Phone: (517) 339-7788

FOR IMMEDIATE RELEASE

## **2<sup>nd</sup> Annual International Snowmobile Day – A Fun Day for All**

HASLETT, MI, January 19, 2023: The 2<sup>nd</sup> Annual International Snowmobile Day, held on October 29, 2022, was a homerun for 51 Snowmobile Clubs that participated in the event. The Snowmobile Day, patterned after the Swedish Snow Day helped start off the snowmobiling season with smiles, fun, and planning for a great winter season. The participating clubs reached across the US and Canada and joined snowmobilers together in a unique way. Clubs held cookouts, show and shine events, safety training and some trail and brush cleaning to name a few of the events.

The day-long event was a great start for clubs preparing their fun and work schedule for the year. In many cases, the event brought together the clubs with dealers and local Chambers of Commerce to plan some great winter events.

The reports we have received from the clubs highlighted the support of the International event in the marketplace. Snowmobilers love to get together and talk about their winter sport, have great food, and plan for future events.

~ MORE ~

Every participating club is planning on doing the event next year, which will be held on Saturday, October 28, 2023. We have been asked to announce the date early so everybody can make their plans.

Many photos were sent in from the clubs, highlighting their event. Look on our Facebook page [www.Facebook.com/GoSnowmobiling](http://www.Facebook.com/GoSnowmobiling) (photo page) for an album of photos from the snowmobile clubs showing how they celebrated International Snowmobile Day.

# # #

Don't forget to take the pledge to help protect access to trails and riding areas!



[www.snowmobilerspledge.com](http://www.snowmobilerspledge.com)