



**Media Contact: Mark Lowe**  
PRagmatic Communications  
For Domaine Pinnacle  
[mark.lowe@pragcom.com](mailto:mark.lowe@pragcom.com)  
(514) 499-9632  
(514) 576-2519

### **DOMAINE PINNACLE PROUDLY CONTINUES ITS SPONSORSHIP OF TUQUES BLEUES**

**FRELIGHSBURG, QC, February 6, 2014** – Domaine Pinnacle, a leading producer of ice cider and specialty alcoholic beverages, today announced its renewed sponsorship of the *Tuques bleues* event.

To be held on Mount Royal on February 20<sup>th</sup>, *Tuques bleues* is a 2.5 km snowshoe race and fundraising event held after dark. The event takes its name from a nineteenth century tradition of snowshoers wearing blue tuques. *Tuques bleues* benefits *Les amis de la montagne*, a registered charitable organization dedicated to the conservation of Mount Royal through community involvement and environmental education.

Participating snowshoers are rewarded with a buffet celebration at the *Chalet du Mont-Royal*, including Domaine Pinnacle products, prepared by *La Guilde Culinaire*.

“We are pleased to be supporting *Tuques bleues* again this year,” says Charles Crawford, President, Domaine Pinnacle. “Mount Royal is one of North America’s most beautiful urban parks and *Les amis de la montagne*’s commitment to its preservation is commendable. We are proud to play a small role in the success of this important and very enjoyable event,” concludes Mr. Crawford.

#### **About Domaine Pinnacle**

Domaine Pinnacle is a family-owned orchard and maple grove located on the southern slopes of Pinnacle Mountain in Québec’s picturesque Eastern Townships. Founded in 2000, it has become the world’s leading producer of ice cider. In 2010, Domaine Pinnacle began micro-distilling Ungava Premium Dry Gin and producing *Coureur des Bois* products, made with 100% pure Grade A maple syrup. Domaine Pinnacle’s products are now available in more than 50 countries and have earned more than 60 international gold medals. For more information, please visit [www.domainepinnacle.com](http://www.domainepinnacle.com).