

Fundraising at La Cordée to Support Les Routes Blanches!

Sainte-Adèle, December 6, 2024 – The Société de plein air des Pays-d'en-Haut (SOPAIR) is particularly proud to announce that outdoor store La Cordée will begin an in-store fundraising campaign starting December 6th to support the Les Routes Blanches project!

Help us support the outdoor heritage of the Laurentians through La Cordée's fundraising campaign!

The Routes Blanches is a project supported by a wide community of land managers, volunteers and local businesses. Working with this community to preserve and maintain our Laurentian heritage ski trails is at the heart of our project. As a result, three nordic skiing trails have been revitalized to allow skiers to relive the experience of yesteryear, skiing through the backcountry of the Laurentians from village to village.

The Routes Blanches is run by SOPAIR, a non-profit consultative organization who ensures the conservation, continuity, access and development of outdoor trails. The funds raised through the La Cordée campaign will be directly allocated to improving the accessibility and sustainability of the trails (e.g., regional trail maintenance coordination and infrastructure, mobile app improvements, maintenance equipment, etc.).

Thank you for supporting our heritage ski trails by participating in our partner La Cordée's fundraising campaign, starting December 6th.

Want to learn more about the available routes? Visit www.lesroutesblanches.com.

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Source:
Marie-France Lajeunesse
Executive Director
Société de plein air des Pays-d'en-Haut
info@pleinairpdh.com