



## PRESS RELEASE

For immediate release

### Quebecor and TVA Sports: Front row centre at the FIS Cross-Country World Cup

**Montréal, March 21, 2019** — Quebecor and TVA Sports are pleased to be associated with the FIS Cross-Country World Cup finals in Québec City as a major sponsor and official broadcaster. From March 22 to 24, 2019, the world's best cross-country skiers, including Alex Harvey, will compete in the prestigious multi-stage competition. The major meet is organized by GesteV, the delegated producer of the event. QUB radio will also have a booth in the exhibition area to tell visitors about its series of podcasts about Alex Harvey: *Alex Harvey, sur les traces d'un champion*.

"It has been a privilege and an honour for Quebecor to be Alex Harvey's main partner for the past eight years," says Pierre Karl Péladeau, President and CEO of Quebecor. "Alex has been an inspiration to Quebecers and we are very proud of him and all that he has accomplished in the course of his career. This weekend, the Quebecor family will be on the ground to see the world's elite cross-country skiers in action, including Alex who will be competing in his last race before he hangs up his skis."

Alex Harvey has won more medals than any other Québec cross-country skier in history. On March 5, 2017, he became the first North American to win gold in the 50 km free technique at the World Championships in Lahti, Finland.

#### Quebecor, Alex Harvey's #1 fan

To congratulate Alex Harvey for his stellar career, spectators will be able to write a message to him on the tribute wall in the Quebecor tent. The Quebecor squad will also hand out #GoAlex2019 bells so that fans can ring out their support.

#### TVA Sports in the thick of the action

TVA Sports will broadcast all three days of the FIS World Cup finals. Announcer **Frédéric Lord** will describe the action while Stéphane Barrette, Director of Coaching and Athlete Development at **Cross Country Canada**, will do colour commentator duties. **Stéphane Turcot** will also be on hand to interview the athletes and coaches.

#### FIS Cross-Country World Cup broadcast schedule:

- **Friday, March 22**
  - 1 pm: Sprint (free technique) – Men's and women's finals
- **Saturday, March 23**
  - 9:00 am: Mass start (classic technique) 10 km – Women's final
  - 11 am: Mass start (classic technique) 15 km – Men's final

- **Sunday 24**

9:30 am: Pursuit (free technique) 10 km – Women’s final

10:30 am: Pursuit (free technique) 15 km – Men’s final

Here’s how you can support Alex:

- Join the conversation by using hashtag #GoAlex2019
- Tell Alex you’re rooting for him on his [Facebook page](#)

### **About Quebecor**

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor’s subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Québec-based Quebecor (TSX: QBR.A, QBR.B) employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

Visit our website: [www.quebecor.com](http://www.quebecor.com)

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### **About TVA Sports**

TVA Sports has become must-see TV for sports fans, with an offering that includes several prestige properties. TVA Sports is Canada’s exclusive French-language broadcaster of the National Hockey League (NHL) until 2026, as well as the exclusive French-language broadcaster of the Montreal Impact and official broadcaster of the MLS until 2021. The station also has broadcast agreements with WWE for RAW, Major League Baseball (MLB), the Toronto Blue Jays, RSEQ and U Sports college football (including the Vanier Cup), the Rogers Cup, WTA tennis, the QMJHL, the CHL, GYM, Eye of the Tiger Management, Euro 2020, the Quebec City and Montreal Cycling Grand Prix, and Red Bull Crashed Ice.

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