



**PRESS RELEASE**

*For immediate release*

**Quebecor signs on as major partner of the FIS Cross-Country World Cup finals**

*TVA Sports will be the official French-language broadcaster*

**Montréal, March 9, 2017** — For the third year in a row, Quebecor is teaming up with the International Ski Federation (FIS) to present the Cross-Country World Cup finals. The culmination of the 2016-2017 season will be held March 17 to 19 on the Plains of Abraham in Québec City. TVA Sports will be the official French-language broadcaster of the event. Cross-country fans will therefore be able to follow the performances of the world's top skiers – including Québec's own Alex Harvey – live.

"Our elite athletes need to be supported, our kids need inspiring role models, and our venues have everything it takes to attract world-class events," said Pierre Karl Péladeau, President and CEO of Quebecor. "Quebecor is therefore proud to be a major partner of the Cross-Country World Cup in Québec City. This is an opportunity for us to demonstrate all aspects of our collective know-how: both our GesteV subsidiary's expertise in event organization and our Canadian skiers' athletic prowess. We have been supporting Alex Harvey for almost 6 years as his main partner and it will be an honour for our entire team to be there to cheer him on when he competes on his home turf in Québec City."

**Quebecor in full fan mode!**

As a partner committed to the event's success and a dedicated fan of Alex Harvey, Quebecor is determined to help deliver the best possible experience to all spectators. Fans will be treated to an exciting immersive entry to the site through the three tunnels leading to the course. Thousands of bells will also be distributed to spectators to help raise the decibel level and spur on the athletes.

**TVA Sports in the thick of the action**

TVA Sports will broadcast all three days of racing from the FIS World Cup finals. Announcers **Frédéric Lord** and **Paul Rivard** will describe the action, while **Stéphane Barrette**, Director of Coaching and Athlete Development at **Cross Country Canada**, will be the colour commentator.

FIS Cross-Country World Cup broadcast schedule:

- **Friday, March 17**
  - 1 pm: Sprint (free technique) – Men's and women's finals
  
- **Saturday, March 18**
  - 9:30 am: Mass start (classic technique) 10 km – Women's final
  - Noon: Mass start (classic technique) 15 km – Men's final

- **Sunday 19**

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

11:30 am: Pursuit (free technique) 15 km – Men’s final

On March 5, at the world championships in Lahti, Finland, Alex Harvey became the first North American ever to win gold in the 50-kilometre freestyle cross-country race. He is currently 4<sup>th</sup> in the overall World Cup standings.

To support Alex Harvey:

- Join the conversation by using hashtag #GoAlex2017
- Tell him you’re rooting for him on his [official 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.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.07% interest in Quebecor Media, which 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 people working with 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)

Follow us on Twitter: [twitter.com/Quebecor](https://twitter.com/Quebecor)

— 30 —

**Information:**

**Martin Tremblay**

Vice President, Public Affairs

Quebecor Media

514-380-1985

[martin.tremblay@quebecor.com](mailto:martin.tremblay@quebecor.com)

**Véronique Mercier**

Vice President, Communications

TVA Group

438-390-0876

[veronique.mercier@tva.ca](mailto:veronique.mercier@tva.ca)