

****PRESS RELEASE****

For immediate release

Edmundston, New-Brunswick – January 16, 2024

Due to weather conditions throughout northern New Brunswick, and the lack of registrations, it is with regret and sadness that the White Gold Odyssey Festival must today announce its cancellation.



The first edition of the White Gold Odyssey Festival, a snowmobile festival designed to bring a new dimension of winter entertainment to northern New Brunswick, was scheduled for February 21-25 in the Edmundston, Campbellton, Bathurst and Tracadie regions. It goes without saying that we're experiencing a very unusual start to winter in northern New Brunswick. As of January 15th, the festival's registration deadline, most northern snowmobile trails are currently closed or unusable due to lack of snow, temperatures are much higher than normal, and weather forecasts for the next few weeks don't suggest any major improvement across northern New Brunswick. These conditions have affected the festival registrations.

The festival's mission was to offer an unforgettable VIP experience for snowmobiling enthusiasts, with over 1,000 km of trails on the NB Trail in northern New Brunswick, to discover local landscapes, flavors and cultures. Having reached the registration deadline, and currently unable to offer the planned VIP experience for safety and logistical reasons, and out of concern for the customer experience, we must cancel this edition.

It goes without saying that all registered snowmobilers will be reimbursed, and a member of the team will be in touch with them as soon as possible.

The White Gold Odyssey Festival would like to thank all partners, sponsors, snowmobile NB, all northern New Brunswick snowmobile clubs and volunteers for their support and hard work. Unfortunately, Mother Nature had a different plan for us this year. Thank you to all of you!

For information and interviews, please communicate with Marilyn Lavallée, spokesperson for White Gold Odyssey Festival at 506-760-1389 or by email at odysseenb@gmail.com.