



RODEO DU CAMION
RUCK RODEO
NOTRE-DAME-DU-NORD
TÉMISCAMINGUE-QUÉBEC-CANADA

Press release

March 7th 2024

The Truck Rodeo reinvent itself!

The Truck Rodeo of Notre-Dame-du-Nord, which has delighted heavy truck enthusiasts from around the world for 41 years, is forced to cancel its 2024 edition. We are preparing the upcoming editions in a completely different format, at a new location that is still unknown at this time. This decision was made last night, on March 6, 2024, during a meeting of the current organizing committee.

Since April 2023, the committee has faced various constraints and challenges. It all began in the fall of 2022, when the Quebec Ministry of Transport received reports concerning safety issues related to spectators, officials, and residents. Committee members, employees, and other collaborators involved in organizing the event engaged in numerous negotiations with the Ministry to obtain authorization to hold the event in 2023, under specific conditions. One of these conditions was to obtain plans approved by engineers, certifying that the infrastructure was entirely safe for everyone.

The committee pursued this process in the hope of ensuring the sustainability of this globally recognized event. However, the plan developed involved exorbitant costs of over \$2.7 million. Furthermore, permission to carry out these works to maintain the races on the famous hill was granted for only 4 years by the ministry. These costs for a temporary solution were unrealistic and unacceptable to all. It is also important to mention that insurance requirements are becoming increasingly stringent and costs are rising significantly. Additionally, the site of École Rivière-Des-Quinze, where the "Show & Shine" exhibition was held and where the parking lot for hundreds of trucks was located, was not accessible for the event.

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Taking into account all these unforeseen elements, the decision made itself. There will be no Rodeo in 2024, and the event will have to reinvent itself. All members of the Tourist Attractions Committee, organizers of the truck races, are dismayed but confident that the event can be reoriented! We would like to express our deep gratitude to the Municipality of Notre-Dame-du-Nord for its invaluable support over the years.

We also thank the Timiskaming First Nation band council for authorizing the use of part of their territory. The citizens of the locality, who welcomed visitors year after year from all over, contributed to making Notre-Dame-du-Nord a festive village. We reiterate our gratitude to the thousands of volunteers who contributed to the success of the event, as well as our valuable sponsors and businesses in the municipality who supported us for 42 years.

Unfortunately, the committee now finds itself without employees in its offices to ensure follow-ups. You can therefore contact me directly, Luc Lafontaine, or Éric Gauvreau at the contact information below. We thank you all for your collaboration.

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