

SUMMER-FALL 2023 BROCHURE

Centre- du-Québec

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Summary

01. The summer's departure
is like a friend that leaves

04

02. Tasting Centre-du-Québec's
local products

06

03. Fill up on culture
and vivid stories

16

04. Putting the outdoors
on the schedule

32

05. Marvel at the local colors
and flavors

42

06. Go out for a while

50

07. Everyone in the car

56

08. All the right addresses

59

09. Useful information

62

An aerial photograph of a river winding through a lush green landscape. A wooden walkway leads to a multi-level observation tower with a green metal frame. The background shows a line of trees and distant buildings under a clear sky. A large yellow diagonal shape is overlaid on the right side of the image, and a large yellow circle is overlaid on the lower left side.

The summer's departure is like a friend that leaves

Parc écomaritime de l'Anse-du-Port - Alex & MJ On the GO

This quote from the famous author Victor Hugo reminds us that each season is ephemeral and that we must take advantage of each of them.

With the return of summer, the sun shines again like never before, the smell of freshly cut grass or flowers in full bloom intoxicates us and leaves us dreaming of those fast-approaching vacation days. In Centre-du-Québec, we almost want time to stop so that we can savor each moment of happiness spent here even more. Whether you're having fun outdoors, enjoying a good meal on the road or in a restaurant, relaxing in a cozy lodge or soaking up the local culture, you'll have a summer like no other in Centre-du-Québec. A few months to enjoy the sweetness, the folly and the beauty of a region that has all it takes to amaze us.

And when these moments of pure summer euphoria fade away as the sun sets earlier, we'll start dreaming of the colorful and flamboyant fall landscapes. We'll happily take out the scarves and light jackets from our drawers to once again be ready to explore the region, regardless of the weather. We'll warm up around a good meal shared with friends or family.

We'll marvel at the spectacle of geese flying away in preparation for the coming winter and, finally, we'll say to ourselves that we've lived to the fullest these two beautiful seasons that are summer and fall in Centre-du-Québec.

*The team behind
Tourisme Centre-du-Québec*

tourismecentreduquebec.com



Victoriaville et sa région - Les Maximes

Tasting Centre-du- Québec's local products

When you visit a region like Centre-du-Québec, you have to take the time to discover its terroir. Simply because here, the producers and their products are numerous and hail from all horizons, but also because the region is known for having invented the most widespread dish in Quebec: the poutine!

It's also the proud capital of the famous cranberry, an important hub for maple syrup and a real gold mine of fine cheeses. Getting away from it all is also about flavors! Try it and see!

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**MICROAVENTURES
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Staying in **Victoriaville et sa région** gives us the opportunity to go local flavor-hunting in a variety of ways. The Micro-aventures gourmandes, original experiences in the company of local people, will lead us to original summer outings such as “Vin et feu de camp au vignoble” (Wine and Campfire at the Vineyard) or “Visite des coulisses d’une distillerie” (Behind the Scenes at a Distillery). The 7 stops of the “Virée des divins breuvages” (Tour of the divine beverages) will lead us to discover local alcohols and to see the country. We’ll take the opportunity to relax on the magnificent terrace of the famous brewery La Grange Pardue in Ham-Nord. We’ll also taste the succulent cheeses of Fromagerie du Presbytère and enjoy a good poutine while visiting Victoriaville et sa région.


For its perfect blend of culture and delicacies, we also like to put **Fromages, Bouffe et Traditions** on our agenda for our summer outings in Victoriaville. The meeting between the “good food of the Sentier gourmand terroir” and the “cultural entertainment” universes creates a kind of symbiosis unparalleled in terms of unique events. The period theatrical animations and the evening shows set the vibe and make us forget the daily grind, without a doubt. Be there this year from June 15th to 18th for Fromages, Bouffe et Traditions and experience it to the fullest!



Fromage, Bouffe & Traditions de Victoriaville - Guy Samson

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While in Kingsey Falls, we inevitably stop by the **Miellerie King – distillerie et hydromellerie** to pick up our favorites from this booming business. From bee to bottle, as they like to say, they honor the honey coming from the local flora by transforming it into alcohol as well as food products such as sauces or honeys. This year, their brandy even received top honors at the Canadian Artisan Spirit competition... wow! And their cream alcohol is absolutely divine, so don't forget to take a bottle home with you. The Miellerie's passionate team also offers us the chance to take a guided tour of their facilities to learn more

about beekeeping and the transformation of honey-based products.

When offering ourselves a stay in the **région de L'Érable**, we absolutely must tickle our taste buds with all the good things that can be found here! The delicious flavors of berries, microbrewery beers, specialized meats, cheeses and, of course, maple products, enchant us at every turn. We love taking advantage of the opportunity to taste all these delights by enjoying a picnic in one of the area's parks or charming trails. Good flavors experienced and beautiful moments spent in L'Érable.



Miellerie King - distillerie & hydromellerie - Les Maximes

If you're planning a getaway in Bécancour, you can't miss a stop at **Maison de Bibi café-boutique**! The breakfasts are simply fantastic, but don't forget to make a reservation, because seats go fast. The meals are prepared with fresh food including many regional products and you can taste it!

Before leaving, we spoil ourselves with a small box of homemade fudges or desserts made with love by Bibi and her family. Yummy!



Maison de Bibi café-boutique



LIVE THE POUTINE'S EXPERIENCE IN THE CENTRE- DU-QUÉBEC!

This season, travel the roads to
discover the authentic poutine
in Centre-du-Québec.



FOR MORE INFORMATION...



/EXPERIENCEPOUTINE



#EXPERIENCEPOUTINE



Moulin Michel de Gentilly

And what about the **Moulin Michel de Gentilly**! Its country-style creperie and its boutique café, that also serves excellent sandwiches and soups, definitely makes us want to stop by. We can enjoy small festive cocktails and beers in the enchanting decor of the Mill to add even more “wow” to our visit! Since this is a real traditional mill with stone wheels, the artisanal flour and the small dishes prepped on the spot are a must to bring back home!

In the summer, what could be better than a good canteen poutine! You can smell the delicious aroma as soon as you open the car door and your mouth waters just thinking about it.

One of the best places in Centre-du-Québec to taste this typical summer experience is at **La Roulotte à Patates de Gentilly**. The fries are homemade, freshly peeled in the morning and cooked in peanut oil for a perfect, crispy texture. There are also several other options on the menu, including some gluten-free or vegetarian. La Roulotte is also very environmentally conscious and has taken several steps to reduce its ecological footprint in recent years. A tasty menu can go hand in hand with a good conscience!



La Roulotte à Patates de Gentilly

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Alex & MJ On the GO

02

Looking for an incomparable variety of fresh and regional products? The **Marché public Drummondville** is the place for us! One of the few public markets open year-round, we always discover surprising new product and food trends. Every visit is a true taste experience. The atmosphere is always warm and the freshness of the products is guaranteed 365 days a year.

A gourmet destination to satisfy all your cravings!

In **Nicolet-Yamaska**, this year, you'll be tempted by the "Circuit des Éleveurs" (Breeders' Tour) or the "Circuit des Maraîchers" (Market Gardeners' Tour) for an extraordinary agro-tourism experience. In Nicolet-Yamaska, a sector rich in producers of all kinds, you can pick your own products. You can also take the time

to relax on a terrace with magnificent views while enjoying a good meal made with local products or a good beer brewed in the region.

Moreover, you can enjoy a pastry or a hot drink in one of the area's small cafés.

For something completely different, we go to the **Moulin à laine d'Ulverton** to try out their new 360-degree experience "Sain de corps et d'esprit" (Healthy Mind and Body) package designed to offer visitors a mix of museum, agri-tourism and outdoor activities. The perfect choice to relax, rejuvenate and enjoy yourself while exploring the region. It's impossible not to come away revitalized and refreshed!

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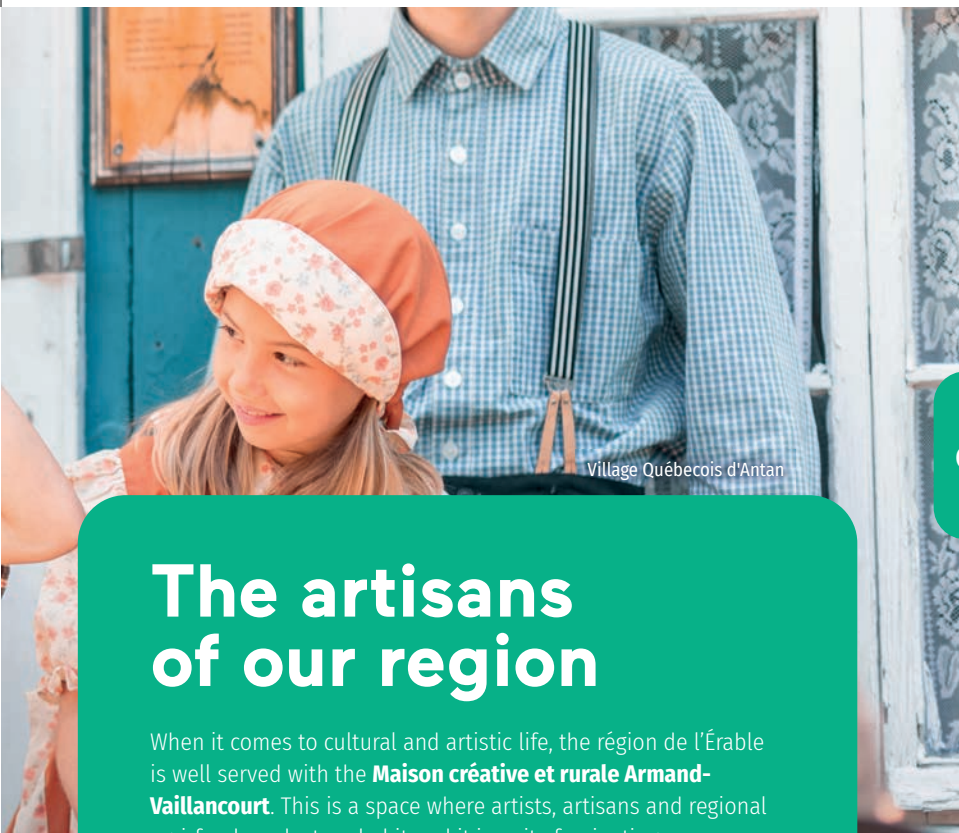
15



Fill up on culture and vivid stories

There are a number of cultural experiences in Centre-du-Québec for all tastes.

Museums are full of stories to discover and works to admire, festivals and events are ready to welcome us and make us experience lots of emotions. Even nature can surprise us with outdoor exhibitions. We like to savor these cultural discoveries one by one during the summer and start the fall with our heads full of beautiful memories and unforgettable stories.



Village Québécois d'Antan

03

The artisans of our region

When it comes to cultural and artistic life, the région de l'Érable is well served with the **Maison créative et rurale Armand-Vaillancourt**. This is a space where artists, artisans and regional agri-food products cohabit and it is quite fascinating.



Maison créative et rurale Armand-Vaillancourt - Les Maximes

An art gallery with a great annual program and a Vitrine créative where you can buy all sorts of artistic and gourmet creations make the Maison a great place to stop. Visual and performing artists also do residencies at different times of the year. So plan more than one visit to make sure you don't miss anything.

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17



AN EXPERIENCE FOR
ALL THE SENSES



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Next September 16th, plan to visit the **Chemin des créateurs de l'Érable**. During one whole day, a circuit of exhibitions is set up and the municipalities of the territory join together so that you may discover the talent of artists and craftsmen.

This is a unique opportunity to buy high quality products and to chat with exhibitors about their art.



Annie St-Jean, Capter le fuyant - Martin Morissette

In Victoriaville, we go to the **Centre d'art Jacques-et-Michel-Auger** at Le Carré 150, a museum dedicated entirely to contemporary visual arts. The Centre offers diversified exhibitions that are off the beaten path.

Summer 2023 will explore the theme “Friches” with artists Mériel Lehmann, Karine Locatelli, Angela Marsh and Sonia Reboul, a group exhibition where art and science meet. In September, renowned painter Pierre Blanchette will present an immersive exhibition and textile artist Alyssa Bilodeau will exhibit her intriguing creatures. These are visits that should be on our agenda for the season! By the way, admission is free!

If we move towards Bécancour, we'll certainly plan to stop at **La Maison de Bibi-Savonnerie** to stock up on homemade products made with natural ingredients with no preservatives. The bulk section of the store will be very useful to fill our bottles with our favorite products. I hear there are even interpretive posters on the history of soap!

The small gift packages available on site will undoubtedly allow us to bring back a nice present for our friends and family!



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du-Québec

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Museums and Interpretation Centres

03

**How about scheduling a few visits to museums and interpretation centers?
Learning differently is a way to cultivate and energize an already rich heritage.
Let's take advantage of it!**

At the **Village Québécois d'Antan**, there will be many new things this summer! Starting in June 2023, we'll be transported to a past century in a village that has forgotten how to age... There's going to be a party in the Village! The villagers will have many stories to tell us and magic will certainly be present, thanks to Leonard de Brin de scie, among others. He never ceases to have new creative ideas, but does not always succeed.

There's always the gossip, of course! She's not the only one who knows everything that's going on in the village, there's also the switchboard operator who hears everything... Rumors are flying! Among the new features, there will also be new workshops and guided tours. The historic site will be more animated and immersive than ever! Moment Factory's new collaboration with the Village's major revival project will add even more magic in order to create a true journey through time.

Did you know that in Centre-du-Québec, many historical jewels rest in the **Musée des cultures du monde**? This summer will be our last chance to see "Mémoire de l'avenir. Nicolet, 350 ans", an exhibition that retraces the major events that have marked the history of the charming city of Nicolet. Two new temporary exhibitions will also be on display for the summer of 2023: "Quoi de neuf" (What's New), which showcases artifacts acquired by the Museum over the past 10 years, and "Libertés sacrifiées - La loi sur les mesures de guerre" (Sacrificed Freedoms - The War Measures Act), produced by the Canadian Museum of History, which looks at the internment of members of different communities during the World Wars and of Quebecers during the October Crisis.

We can't wait to be amazed by all these impressive stories!

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21

In Victoriaville, we like to visit the **Musée Laurier** and its Victorian charm every time we step into the region. This spring, the museum is getting a makeover with a brand new gallery and a new permanent exhibition. Until October 29th, 2023, there will also be an exhibition on political cartoons: “Les 1001 visages d'un politicien!” (The 1001 Faces of a Politician!). This exhibition presents the other side of Wilfrid Laurier's career with various drawings, objects and sculptures that will surprise us!

At the **Musée de l'Hôtel des Postes**, a major exhibition will be presented starting June 16th : “Alfred Laliberté, mémoires d'autrefois” (Alfred Laliberté,

Memories of the Past). Long requested by the community, the exhibition invites us to have a comprehensive experience with unpublished sculptures, photos and videos. Guided tours, as well as free activities offered every month on the trades of the past will also be on the menu for the summer.



A poster for the exhibition "Alfred Laliberté: Memories of the Past" at the Musée de l'Hôtel des Postes. The poster features a large, dark bronze sculpture of a man's head and shoulders. The text "ALFRED LALIBERTÉ" is written vertically on the left, and "MEMORIES OF THE PAST" is written vertically on the right. A large, stylized signature "A. Laliberté" is in the center. Logos for "LA SOCIÉTÉ MUSÉE LAURIER INC." and "FROMAGERIE DU PRESBYTÈRE" are at the top. The exhibition dates "From June 17, 2023 to 14 January, 2024" and the location "MUSÉE DE L'HÔTEL DES POSTES 949, boulevard Bois-Francis Sud, Victoriaville" are at the bottom.



When we explore Centre-du-Québec off the main roads, and continue our journey into the backcountry, we like to discover the small villages that bring it to life and make it dynamic. This is the case of Inverness, where we find the impressive **Musée du Bronze d'Inverness**. The universe of the Quebec art foundry takes on its full meaning here and a visit is sure to make us appreciate sculpture to a new degree. The permanent exhibition and its virtual reality experience, the summer exhibitions, the demonstrations and the workshops are activities not to be missed in order to make us discover new cultural horizons.

03

DISCOVER THE WORLD OF THE QUEBEC ART FOUNDRY!

- Musée du Bronze - Art Foundry Interpretation Center with exhibition, workshops and activities
- More than 30 works in an open-air gallery
- Art and Heritage Circuit Podcast

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Moulin à laine d'Ulverton

Imagine yourself sitting on the covered outdoor terrace along the river, your hat matching your fine attire, while the delicious smell of freshly brewed tea and artisanal pastries fills your nostrils. This is the experience that combines traditional English tea culture with the pleasure of the outdoors, offered every Wednesday at the **Moulin à laine d'Ulverton**. We can't wait to try it!

On the gustatory pleasures front, the Moulin offer us a quality experience by offering local and artisanal products. The team at the Moulin is also proud to present their "Patrimoine Autrement" initiative this year. Local artists and traditional arts of Quebec will be honored with evening shows every Thursday night from July to August. You'll certainly need more than one visit to try everything!

Once again this year, the **Moulin Michel de Gentilly** has a program to get us moving and to make us come back to the region again and again! The Au son du Moulin - Blues et Gin festival will be back for its 3rd edition from July 21st-23rd. Various cultural events will punctuate the summer at the Moulin Michel: the National Holiday, outdoor cinema, festive happy hours and musical shows. It's also possible to take a guided tour of the mill!



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Culture can be found as much in a museum than in the open air, in a garden or on a trail, as you take the time to learn about and discover the many facets of plants, their histories and their uses. It's up to us to go back home a little more informed than when we started our adventure...

We have to take the little ones to the **Musée de la biodiversité du Québec**! It offers 3 guided exhibits that are absolutely brilliant: "Voyage au fond du Saint-Laurent" (Journey to the bottom of the St. Lawrence) which is a 360-degree projection that presents our river, the "Circuit Explo-Découverte" (Explo-Discovery Tour) which includes an exhibit on prehistory and a second one on the reptiles, amphibians and fish of Quebec. Finally, there's "Faune Urbaine" (Urban Wildlife) which will make us discover the province's animals from a new angle.

The temporary exhibition "Comme un poisson dans l'eau" (Like a fish in the water), created by the Musée du Fjord, will end our visit inside the museum before we head to the walking trails, which are accessible on site!



Parc Marie-Victorin - Les Maximes

03

We also have to visit the **Parc Marie-Victorin** this summer! The Parc is a pioneer of mosaiculture in Quebec. There are 13 permanent mosaic gardens in the heart of the 6 thematic gardens composed of more than 60 000 annual flowers and several collections of perennials and rare trees. A belvedere offering a view of the Nicolet River Falls, 5.5 kilometers of trails, a tropical greenhouse and other magnificent finds await us on site. Several picnic tables in the gardens as well as hammocks will allow us to enjoyably spend a good part of the day in the Parc. Various events will

be held during the summer, including 2 horticultural events of provincial scope: “Le Grand bal des pivoines et des roses” (The Grand Ball of Peonies and Roses) on June 17th and 18th and the Bonsai Exhibition on July 15th and 16th.

A botanical garden recognized as one of the most beautiful in Canada, and admission is free every first Sunday of each month.

Summer Theatre and Entertainment

To have yet more fun, we offer summer theater or festival outings to spice up all our trips to Centre-du-Québec! We'll undoubtedly find ourselves in a theater or in a large park attending performances that will make us go through a panoply of emotions!

In Drummondville, at the **Maison des Arts Desjardins**, we will see the **Le Père-Noël est une ordure** play starring Jean-Michel Anctil, Josée Deschênes, Mario Jean, Brigitte Lafleur, Pierre-François Legendre and Claude Prigent, directed by André Robitaille. "In the offices of SOS Détresse Amitié, everything goes wrong on Christmas Eve when Pierre and Thérèse, the two volunteers on duty, are visited by characters, each more bizarre than the last. Between the Bulgarian neighbor determined to give a taste of his foul recipes, the transvestite in the midst of an existential crisis, the dysfunctional shabby couple and the repeated calls of an obsessed man, the magic of Christmas shatters into a thousand pieces where disenchantment and comedy intersect."



When you want to get moving and enjoy a festival experience that is as family friendly as it is rocking, just reserve your camping spots for the **RockFest de Saint-Pierre-Baptiste**. The shows are totally free, the atmosphere is great and the activities are varied and suitable for our whole family. The delicious mechoui and on-site meal service make life easier for us and create a successful and energizing summer weekend. We like to cheer on the participants of the Provincial Rondello Tournament with a drink in hand and good canteen fries available on site!

It's a must for the whole family!



RockFest - Audrey Martin

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June 29 to July 2, 2023

Echoes of Origins: June to October | Reservations required
Musée de la biodiversité: Open all year | Reservations recommended

Echoes of Origins

AN INTERACTIVE
FOREST TRAIL

AND IF THE FOREST
COULD SPEAK TO US...

...IT WOULD HAVE A LOT
TO TEACH US!



MUSÉE DE LA
biodiversité
DU QUÉBEC

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1 866 522-5665 – biodiversite.net

 **Centre-
du-Québec**

In the evening, because we like to make the most of our days, we head to **L'écho des origines** at the Musée de la biodiversité du Québec. Sensitive to current environmental issues, this activity leads us to discover the origins of the St. Lawrence River, its lowlands and its tributaries. What makes this activity a must and an unparalleled experience is without a doubt the technological tool that guides us and interacts not only with the multimedia installations hidden along the trail, but also with all the other members of our group. In all, 21 stations and 1.8 kilometers of trail await us to discover the hidden powers of nature from mid-June to mid-October.

While we're on the topic of evening outings, Victoriaville's **Le Carré 150** will present the mysterious story of one of Quebec's most legendary folkloric figures in the original musical theater *La Corriveau, la soif des corbeaux* (The Raven's Thirst) from August 10th to the 18th. This tragicomedy promises to take us on a journey from yesterday to today while daringly fusing history, folklore and humour! This work is imbued with powerful lyrics that give rise to moments of great emotion through strong and meaningful expressions. This creation also features original rhythmic music orchestrated through magnificent singing scenes, revealing an ingenious staging to which are added sets and costumes that will blow us away!

03



Putting the outdoors on the schedule

The nice weather is finally back and we can go outside again with just our sandals and sunglasses.



It's also time to get out the bikes, running shoes, hiking shoes or any other equipment that will get us moving!

Because moving is a way to fill up with energy, leave the worries behind, and partake in an invigorating moment.

In Centre-du-Québec, we particularly like the variety of landscapes that accompany us in our outdoor physical activities, whether we are walking along the river or on the mountainside!

This summer, the **région de l'Érable** is waiting for us to pedal! You will be able to follow one of the eight circuits allowing you to discover tree tunnels, horizons of more than 50 kilometers, mountains, a wind farm, plains, lakes, and more.

The region is crossed by the Parc linéaire des Bois-Francis, a 77 km section of the Route verte, built on the old railway line. Passing on paved roads with little traffic and almost no altitude shifts, the various circuits will allow us to discover the bucolic landscapes of the région de L'Érable at our own pace and in complete peace of mind.



Lake William, Saint-Ferdinand - Érabie Tourisme & Culture

04



PARC RÉGIONAL DU

Mont-Ham

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Open 4 seasons

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33

As long as we are in the Maple region, why not plan other great outdoor activities?

At the **Parc régional des Grandes-Coulées**, in the Grande tourbière sector of Villeroy, we'll have the chance to explore an exceptional territory, which gives us privileged access to the heart of a peat bog. It is also a good time to take out the camera, as the number of bird species is increasing. In the Forêt ancienne sector, 10 km of trails along the magnificent rivière Noire will make us appreciate the scenery even more. On relatively flat ground, therefore accessible

for all our family, even for our dog on a leash, it's perfect for a day in the fresh air! Moreover, there's a on-site course with about thirty fishing pits, hebertism modules and bike trails (shared with hikers).

A GPS rally to challenge yourself with family or friends is also offered! This summer, there will be some great new features for campers: 4 rustic camping sites and dedicated sites for RV stops. And for our four-legged friends, a dog park will be set up in the heart of the forest. You will definitely have to make more than one visit!

**Parc régional
des
GRANDES-COULÉES**

**YOUR
PLAYGROUND!**

Free access

parcdesgrandescoulees.com

For our stays in the Bécancour area, we can't miss out on a visit to the **Parc régional de la rivière Gentilly!** Open all year round, the park offers hiking, mountain biking, horseback riding, geocaching, a children's playground and much more! A rental store is available on site, which allows us to purchase equipment directly on-site and travel a bit lighter. We'll have to plan our visit carefully, as thematic activities will punctuate the season.

Outdoor fun is guaranteed and good times with the family are to be expected!



Parc régional de la rivière Gentilly

04

Discover
NICOLET-YAMASKA

TOURISME NICOLET-YAMASKA.COM

20, rue Notre-Dame, Nicolet, J3T 1G1

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Cycling in the Appalachians - Les Maximes



Parc linéaire des Bois-Francis - Kim Roberge

If our calves are itching for a little family outing on two wheels, we can take a nice ride in the **Parc linéaire des Bois-Francis**. This park is built on an old railroad track with a surface mostly made of stone dust.

The 77 km of trails with a maximum altitude variation of 2% crosses plains, majestic forests as well as 9 interesting municipalities. The different stops, often bordered by a river, will offer us real little havens to relax in and discover the flamboyant nature of Centre-du-Québec.

04

ONE OF THE MOST BEAUTIFUL GARDENS IN CANADA!

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Kingsey Falls
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Sentier des Trotteurs - Alex & MJ On the GO

In **Victoriaville et sa région**, the novelty that we must absolutely test this year is the Route Bleue which will be launched in June 2023. The beautiful area of the rivière Nicolet Sud-Ouest, located between Kingsey Falls and Danville, will be among the first courses accredited by Canot Kayak Québec, where you will be able to discover the most beautiful bodies of water in the province. The 11 km beginner course, level and in calm waters, has a rich ecosystem and beautiful scenery.

On drier ground, there is the Véloroute des Appalaches and its 21 routes to ride, 9 of which are on gravel and 12 on road. The Véloroute represents the freedom of the great outdoors, those quiet and inspiring moments in the middle of nature. There will of course be some challenges in the backcountry in the foothills of the Appalachians, but there will also be some more gentle and accessible occasions to take our time on the plains of the St. Lawrence.

Several gourmet attractions along the way will certainly satisfy our epicurean side. All the routes are well thought out loops allowing us to see the most beautiful countryside landscapes worthy of a postcard.

Speaking of breathtaking landscapes, one is always amazed by the beauty of the panoramas found in the different segments of the **Sentier des Trotteurs**. In the Trottier sector of Sainte-Hélène-de-Chester, near Victoriaville, the trail offers several hikes of 6 to 10 km. It offers more than 40 km in total in a varied landscape with diversified flora. It sometimes follows the river, sometimes gives us access to a more mountainous terrain and a fantastic view on the Appalachians. And, if you're in the mood for a long hike, you can venture onto the 26 km trail that offers several viewpoints on the region between Mont Arthabaska and the hamlet of Trottier.



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04



If we want to revisit our childhood days and offer the little ones a day that is 100% fun and different, we can certainly go to Drummondville to enjoy the awesome **Centre de divertissement Laser Force!**

What a beautiful place! A family activity center par excellence, you can play Laser Tag or Mini Putt, go rock climbing, play arcade or virtual reality games or even take advantage of the huge play module for the little ones.

This makes it a true family destination, with many options to keep us amused and entertained!

tourismecentreduquebec.com

39



À Bâbord! Centre nautique

In the Bécancour area, the **Ferme du Joul Vair** and its cowboy apprentice game will make us feel like we're in a western movie, no more and no less, as we improvise ourselves as herdsman! Going on an adventure to gather a herd of oxen is not an activity that can be practiced everywhere or anytime, which is why we must quickly make a reservation to live this unique experience all together this summer! As a bonus, the on-site panorama will leave us breathless!

Moving on towards the **Nicolet-Yamaska** area, we will be able to enjoy aquatic activities in the sector this summer. Certified canoe-kayak courses are offered that will take our breath away,

water points to take our boat out, to fish, to pedal boat or to paddle board! All these activities will help us discover the exceptional biodiversity of the region. Just think of the Biosphère du lac Saint-Pierre, a real jewel for the Nicolet-Yamaska RCM.

And, if you want to discover the region by bike, the road circuits of Nicolet-Yamaska will lead you to breathtaking viewpoints. We'll have the chance to ride through landscapes in the plains or along the rivers. Let's not forget to add the pontoon crossing on the Saint-François River to our itinerary... how original! A nice break accompanied by the breeze from the boat will do us a world of good!

When you want to enjoy the river breeze, go to the renowned **Parc écomaritime de l'Anse-du-Port**! What a fabulous place! At the very beginning of the tour, an interpretation center transports us into an immersive universe thanks to the permanent exhibition "Passage" which examines the profession of pilot of the St. Lawrence as well as the challenges of navigation. After this beautiful visit, we head to the stilted wooden walkways offering us splendid views of the fauna and flora of the area. One can even be surprised by the proximity of the birds that live there and that like to visit the passers-by. The trail ends on a more than 12-meter observation tower with a view on the majestic St. Lawrence River, a perfect place to strike a pose!

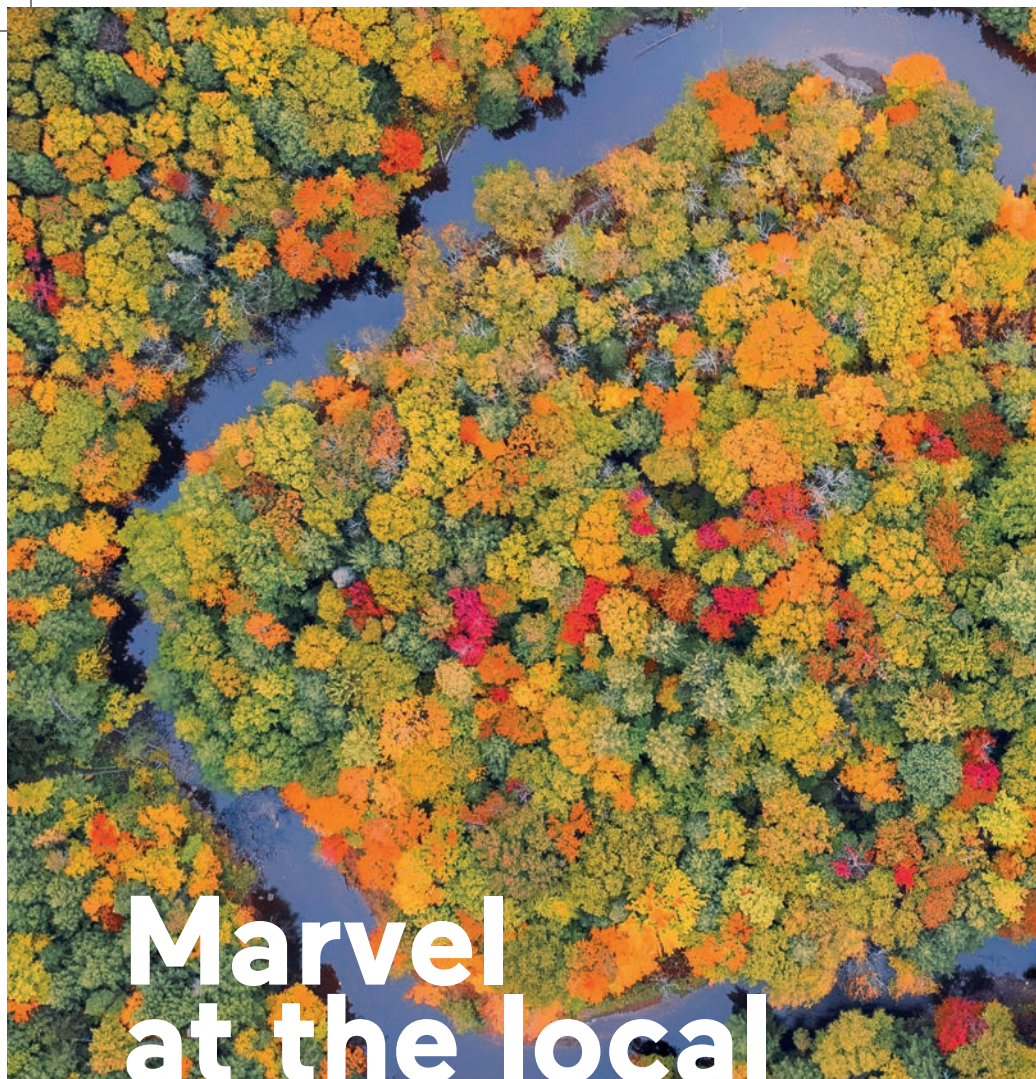
Come to think of it, why not treat ourselves to some more nautical outings? After all, we can only enjoy it

in the summer, so let's make the most of it! At **À Bâbord! Centre nautique**, paddleboard, kayak and pedal boat rentals as well as the sale of fishing equipment and excursions will allow us to plan a variety of aquatic activities to do with our family. Their facilities are located directly on the Saint-François River and offer a magnificent view from their rest area. The summer period will also be filled with many new features such as a brand new inflatable wipe out game on the water as well as paddle boards suited for toddlers and whole families thanks to a brand new giant format!

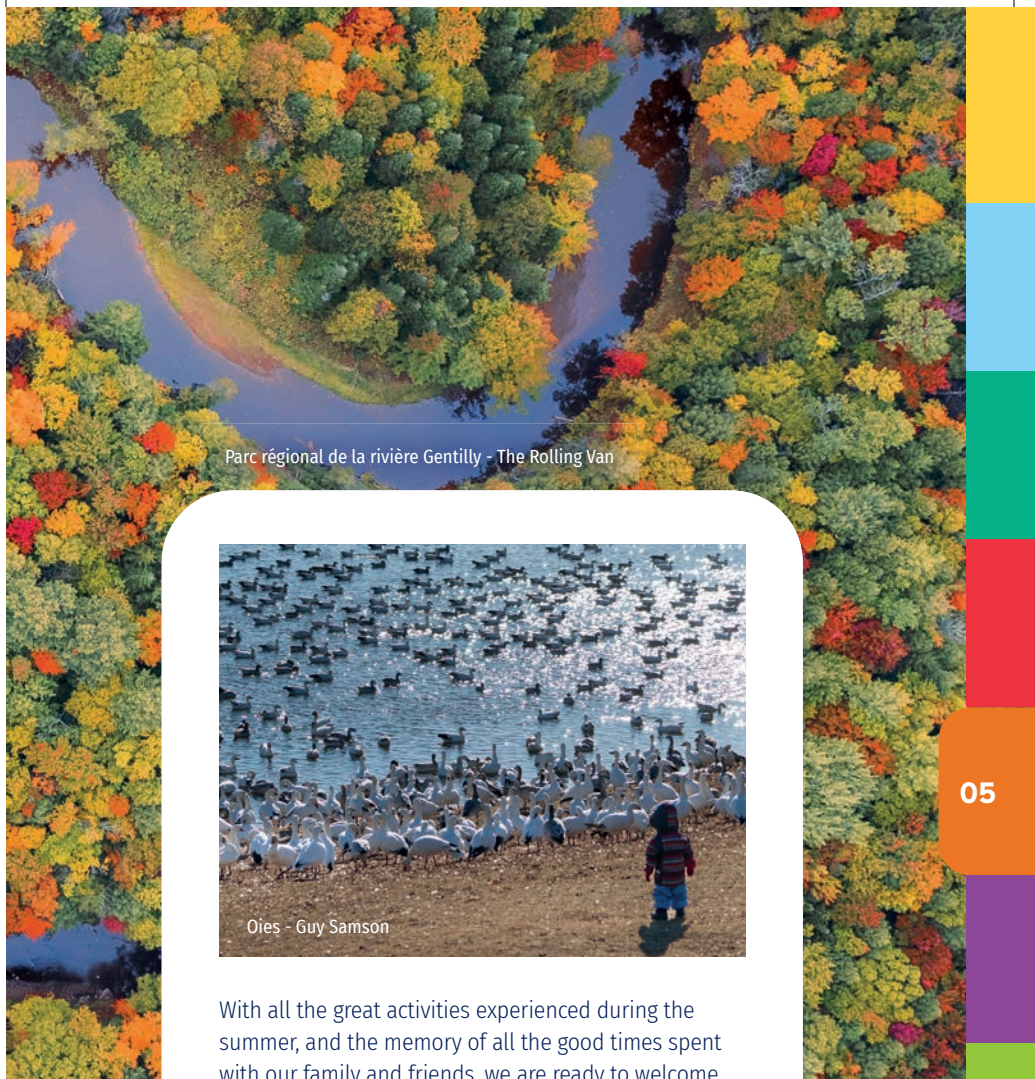
To top things off, there will be numerous excursions and special events throughout the summer. Stay tuned to take advantage of them!

If you feel like adding a few kilometers to your two-wheeled expeditions, visit the BICYCLE section of the website, at cyclingcentreduquebec.com, to discover various itineraries adapted to your needs. While you're at it, check out the packages!

If you hear the word "ride" and immediately think of your motorcycle, it's time to take off! Put on your helmet and visit tourismecentreduquebec.com/motorcycle to find the perfect route. Don't forget to raise your visor to get a better peep at our itineraries and packages on the web. See you soon!



Marvel at the local colors and flavors



Parc régional de la rivière Gentilly - The Rolling Van



Oies - Guy Samson

With all the great activities experienced during the summer, and the memory of all the good times spent with our family and friends, we are ready to welcome the fall with open arms.

This magnificent season brings with it the flamboyant colors of nature, the gourmet and comforting flavors of the harvest and, finally, the cool weather that forces us to admit that winter is at our doorstep.

**Nevertheless, it's still time
to put on our autumn woolens
and go for a walk.**



La Balade Gourmande - Guy Samson

Among the activities that you cannot afford to miss in the fall, there is **La Balade Gourmande!** It offers 6 signposted circuits (40 sites, 8 markets, attractions, restaurants and lodgings) crossing several municipalities of Victoriaville et sa région as well as the région de L'Érable. Along the autumn-colored routes, we'll meet producers, agri-food processors and passionate artisans and taste their succulent local and regional products for free. This year, the gourmet event will take place on September 30th, and October 1st, 7th and 8th.



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Canneberge en fête

We can't miss the impressive harvest of the "pearl" of Centre-du-Québec, the cranberry, during **Canneberge en fête**. The event will take place from September 28th to October 15th and it promises to amaze us, as it usually does. In addition, this year, we'll even have the opportunity to slip on the famous high boots and access a water basin filled with cranberries and experience the harvest. Why not take a few pics while we're at it!

Visits to the farm, the interpretation center, and the boutique will also be back for our greatest pleasure... as will the tastings!

OPEN FROM

SEPTEMBER TO 28TH TO OCTOBER 15, 2023
9:00 A.M. TO 5:00 P.M.

60 TO 90 MINUTES FARM VISIT
 RESERVATION REQUIRED – GUIDED WAGON TOURS

FREE ACCESS TO THE FOLLOWING ACTIVITIES:
 INTERPRETATION AND GAMES – BOUTIQUE – TASTINGS
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NEW

PUT ON YOUR BOOTS AND TAKE A SELF-PORTRAIT IN A WATER BASIN FILLED WITH CRANBERRIES

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05



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La Citrouille Enchantée - Labyrinthe

Another of our favorite fall activities is vegetable picking!

For that, we like to go to **La Citrouille Enchantée** to pick up some squash, melons and pumpkins directly in the field. There are more than 60 varieties on-site, but that's not all! There are also two thematic mazes in the cornfields! One is family-friendly and is the focus of a popular children's movie. The larger of the two mazes can be completed with general knowledge questions. You will probably learn some interesting facts along the way. A tractor ride with the family and a picnic stop are the perfect way to end it all!

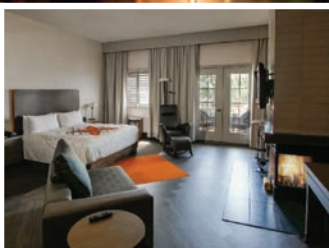


Victoriaville et ses oies - Guy Samson

Fall also means the departure of the snow geese!

To highlight this rather impressive show, we take part in **Victoriaville et ses oies, la nature et les arts en pleine ville**.

This year, the event will be held on October 20th, 21st and 22nd at the parc du Réservoir-Beaudet. As usual, we will find the Symposium of visual arts and ornithology Victo et ses oies, which is a real artistic treat. The event promotes the splendors of ornithology by encouraging exchanges with the artists. The description of their approaches and artistic techniques to visitors brings a very familiar touch to the event. Also on the program are workshops and guest speakers that will allow us to really take advantage of this key moment of the fall.



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aubergegodefroy.com
CITQ # 039616

ORIGINE
artisans hôteliers

In Drummondville in the fall it's **Le Village Hanté** that catches our attention! The event will be in its 15th year in 2023. More than 100 actors will make us live our worst nightmares through 30 horror concepts spread over 3 kilometers of streets and paths of the Village Québécois d'Antan.

There's a section dedicated to the more daring among us as well as a family section, L'aventure des petits monstres, which allows us to make this an outing for everyone, and where Halloween will take on its full meaning!

After all these emotions, a little calm and serenity would do us a world of good! At the **Auberge Godefroy** in Bécancour, fall is synonymous with well-being and that's exactly what we need! It's the perfect season to enjoy a comforting meal, to relax in a cozy bed and be pampered at the spa... There's nothing better to help you prepare for the fast-approaching winter. We'll be able to take advantage of the hotel's Amerispa packages by offering ourselves an energizing stay and enjoying absolute relaxation at the 4 seasons Aqua-Détente space.



Feel at home!

- Free hot breakfast served every morning
- Special group rates (sports or other)
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Comfort INN Drummondville
 1055, rue Hains, Drummondville
 819 477-4000
choicehotels.com/cn324
 CITQ # 050260

05

Go out for a while

Sometimes we get the spontaneous urge to change our routine, to get out of the city and treat ourselves to a getaway that will change the scenery a bit! Well, when this happens, do you know what we do?



We pack our bags, fill up the car and head for Centre-du-Québec. Very accessible, the region is perfect for us to get away for a few days and come back home with renewed energy.



Best Western Hôtel Universel

At the intersection of highways 20 and 55, the **Best Western Hôtel Universel de Drummondville** and its 118 rooms and 7 suites, is the ideal place for a soothing stay. The pool and spa in the bright atrium give you a real feeling of being on vacation, even if it's a short getaway. For business, the hotel offers 21 meeting rooms that can accommodate up to 1,000 people, complete with a Pacini restaurant offering 3 meals a day. That really makes it an ideal business or pleasure destination!



Hôtel Montfort Nicolet - Alex & MJ On the GO



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06

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51



Camping Parc de la rivière Gentilly

If you are looking for a few nights in the wilderness, you can choose the **Parc régional de la rivière Gentilly**. The park is known for its intimate campgrounds, family atmosphere and proximity to the river. It's a complete destination where rejuvenation, fun and wonder are always on the agenda. As of 2023, the Park will offer 15 rental cottages, six ready-to-camp sites as well as more than 80 camping spaces for tents, trailers, recreational vehicles and others. Sixteen additional spaces are available for horseback riders and their mounts at the entrance to Sainte-Geترude.

At **Auberge Godefroy**, you're always sure to have a good time, whether you are looking to relax at the 4-season Aqua-Détente space with heated pools and spas and entertained by guest singers on the terrace or to enjoy the divine gastronomy of the restaurant. The hotel offers a variety of packages proposing on-site or nearby activities (Cirque du Soleil, golf, cycling...).

What better way to combine comfort, activities and gastronomy for an invigorating getaway!



Travelodge
BY WYNDHAM

Hotel with 50 rooms including 2 suites with double whirlpool bath. Millenium Salon available for your business meetings, between friends or for family get-togethers.

Travelodge by Wyndham Victoriaville
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hotelzplaza.com | CITQ # 30833

When you're looking for a quiet and peaceful RV campground, you'll find **Parc de motorisés Godefroy**. It's located in an enchanting setting near the Club de golf Godefroy, parc écologique Godefroy and the cycling circuits. The campground is on an exceptional site located near the St. Lawrence River. Staying here is synonymous with tranquility and impressive views. With its rest areas, enchanting environment and sunsets, rejuvenation is assured!

One of the most charming places to stay in Centre-du-Québec is the gîte **Aux Plaisirs Partagés**! A welcoming house with comfortable rooms, we always find a warm family atmosphere here. A four-course thematic tasting dinner is offered to make you discover the region's producers. Eco-responsible lunch boxes are also available for our walks. We are simply treated with the utmost care! The house is equipped with an indoor spa, a terrace, a garden with a hammock for reading and a bicycle shed. The bike path is easily accessible from the house, which is very well located in the small and charming municipality of Warwick. You can enjoy various activities during your stay, such as a microbrewery, golf courses, hiking trails, a botanical garden and entertainment venues. It's enough to make you want to return more than once!



EXPLORE THE LANDSCAPES OF THE REGION!

Escape on the roads of the region with our bike and motorcycle package, starting at \$75 per person in double occupancy!

Available on site

- Cleaning station
- Storage space
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- Tool kit and spare parts
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- Supervised parking space
- Room rental with attached bar
- Restaurant Le Laurier and bar
- Indoor pool
- Outdoor spa

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Victoriaville
(819) 758-0533

hotellevictorin.com



CITQ # 44951

Staying at **Hôtel Le Victorin** is always so relaxing! The rooms are well appointed and your comfort is assured. And what can we say about the hotel's gourmet restaurant, Le Laurier? We eat like royalty at every visit! Several packages allow us to pamper ourselves at a low cost, no matter what we want to do: cycling or motorcycle escapades; a leisure stay or a relaxing getaway.

The indoor pool, the outdoor spa and the proximity of so many attractions make this hotel a place of choice for a successful vacation filled with activities!

Still in need inspiration? Looking for a package to simplify your life?

Just visit tourismcentreduquebec.com/packages and treat yourself to a dream vacation in our beautiful part of the country. There's more to see here, and it's up to you to discover it!



Auberge Godefroy's indoor pool

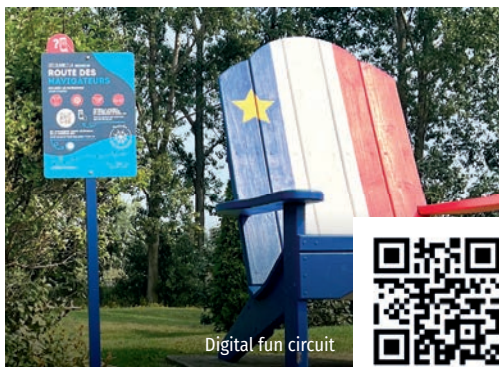
06

Everyone in the car

Much more than a
region of passage, in the
Centre-du-Québec, you
can stop, take your time,
taste, relax, but above all
live amazing experiences!

Our escapades will
inspire your next stay in
the Centre-du-Québec.
They will certainly
simplify your life!





Digital fun circuit



A drive on the Route des Navigateurs



This summer, discover the Route des Navigateurs by following its new digital fun circuit. Explore this official tourist route from a new angle through 13 stations!



Centre de divertissement Laser Tag



A memorable family trip

Enjoy summer with the kids! We are proposing this getaway for you to spend wonderful moments with your family.



Miellerie King - distillerie & hydromiellerie



Connoisseur of fine food and alcoholic beverages

An escapade where you will discover the different flavours of the Centre-du-Québec!

07

Lots of places to
discover for Victor
and his family.

Bécancour



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view that belongs to us, the wilderness that we get closer to, the culture that we can feel, taste and hear. Discover our ***inspirations*** on the blog.

tourismebecancour.com

All the right addresses

Bécancour and its surroundings

Auberge Godefroy

17 575, boulevard Bécancour, Bécancour

Pages 48-49-52
1 800 361-1620 / aubergegodefroy.com

Camping Parc de motorisés Godefroy

185, avenue Godefroy, Bécancour

Page 53
819 606-0200 / pdmgodefroy.com

Ferme du Joul Vair

3225, boulevard du parc Industriel, Bécancour

Page 40
819 297-2107 / fermedujoulvair.com

L'écho des origines, et si la forêt nous racontait?

1800, avenue des Jasmins, Bécancour

Pages 30-31
1 866 522-5665 / lechodesorigines.com

La Maison de Bibi – Café-Boutique-Savonnerie

14 840, boulevard Bécancour, Bécancour

Pages 11-19
819 222-5800 / lamaisondebibi.com

La Roulotte à Patates de Gentilly

1985, boulevard Bécancour, Bécancour

Page 13
819 608-0200 / laroulotteapatates.com

Moulin Michel de Gentilly

675, boulevard Bécancour, Bécancour

Pages 13-24
819 298-2882 / moulinmichel.qc.ca

Musée de la Biodiversité du Québec

1800, avenue des Jasmins, Bécancour

Pages 26-30
1 866 522-5665 / biodiversite.net

Parc régional de la rivière Gentilly

1000, route des Flamants, Sainte-Marie-de-Blandford

Pages 35-52
1 800 944-1285 / rivieregentilly.com

Tourisme Bécancour

1005, boulevard de Port-Royal, Bécancour

Page 58
1 888 233-4676 / tourismebecancour.com

Drummondville and its surroundings

Best Western Hôtel Universel

915, rue Hains, Drummondville

Page 50
1 800 711-6047 / universel.com

Centre de divertissement Laser Force

2250, rue Demers, suite 110, Drummondville

Page 39
819 850-0788 / laserforcequebec.com

Chanv

455, 4^e Rang de Simpson, Saint-Cyrille-de-Wendover

Page 25
1 833 242-6873 / chanv.com

Comfort Inn

1055, rue Hains, Drummondville

Page 49
819 477-4000 / choicehotels.com/cn324

Drummondville and its surroundings (continued)

DRAC (Maison des arts Desjardins Drummondville) 175, rue Ringuet - porte 2, Drummondville	Page 25 819 477-5518, poste 224 / drac.ca
Le Village hanté du Village Québécois d'Antan 1425, rue Montplaisir, Drummondville	Page 49 1 877 710-0267 / villagequebecois.com
Maison des arts Desjardins Drummondville - théâtre d'été et spectacles 175, rue Ringuet, Drummondville	Page 28 1 800 265-5412 / artsdrummondville.com
Marché Public de Drummondville 445, rue Saint-Jean, Drummondville	Pages 14-15 819 472-7123 / marchepublicdrummondville.com
Rose Drummond 210, boulevard Lemire Ouest, Drummondville	Page 10 1 888 767-3210 / rose.ca
Tourisme Drummondville 1350, rue J.-B.-Michaud, Drummondville	Page 20 1 877 235-9569 / tourismedrumsmondville.com
Village Québécois d'Antan 1425, rue Montplaisir, Drummondville	Page 21 1 877 710-0267 / villagequebecois.com

Nicolet and its surroundings

À Bâbord! Centre nautique 2, route de l'Île St-Jean, Saint-François-du-Lac	Page 41 579 206-0549 / ababord.ca
Hôtel Montfort Nicolet 1141, rue Saint-Jean-Baptiste, Nicolet	Pages 44-51 1 855 293-6262 / hotelmontfort.ca
Musée des cultures du monde 900, boulevard Louis-Frêchette, Nicolet	Page 21 819 293-6148 / museedescultures.com
Parc écomaritime l'Anse-du-Port Chemin du Fleuve Ouest, Nicolet,	Page 41 819 293-6901 / nicolet.ca
Tourisme Nicolet-Yamaska 20, rue Notre-Dame, Nicolet	Pages 15-35-40 1 866 279-0444 / tourismenicoletyamaska.com

Plessisville and its surroundings

Chemin des créateurs de l'Érable 1280, avenue Trudelle, Plessisville	Page 19 1 800 360-2989 / regiondelerable.ca
Inverness, capitale de la fonderie d'art (Tourisme Inverness) 1799, route Dublin, Inverness	Page 23 418 453-2512 # 5206 / tourismeinverness.ca
L'Érable Tourisme & Culture (Région de l'Érable) 1280, avenue Trudelle, Plessisville	Pages 2-10-32-64 1 800 360-2989 / regiondelerable.ca
Maison créative et rurale Armand-Vaillancourt 1280, avenue Trudelle, Plessisville	Page 17 1 800 360-2989 #1285 / regiondelerable.ca
Musée du Bronze d'Inverness 1760, rue Dublin, Inverness	Page 23 418 453-2101 / museedubonze.com
Parc régional des Grandes-Coulées 2, route du Plé, Plessisville	Page 34 1 800 360-2989 #1285 / parcdesgrandescoulees.com
RockFest de Saint-Pierre-Baptiste 510, route de l'Église, Saint-Pierre-Baptiste	Page 29 819 350-7940 / lerockfest.com

Victoriaville and its surroundings

Aux Plaisirs Partagés

164, rue Saint-Louis, Warwick

Page 53
819 358-9560 / auxplaisirspartages.qc.ca

Balade Gourmande

Victoriaville et sa région

Page 44
1 855 751-9990 / baladegourmande.ca

Canneberge en fête! (Centre d'interprétation de la canneberge)

80, rue Principale, Saint-Louis-de-Blandford

Page 45
819 364-5112 / canneberge.qc.ca

Centre d'art Jacques-et-Michel-Auger (Le Carré 150)

150, rue Notre-Dame Est, Victoriaville

Page 19
819 751-4517 / lecarre150.com

Fromages, Bouffe & Traditions de Victoriaville

20, rue de Bigarré, Victoriaville

Page 9
1 855 751-9990 / fromagesbouffetraditions.ca

Hôtel Le Victorin

19, boulevard Arthabaska Est, Victoriaville

Pages 54-55
1 877 845-5344 / hotellevictorin.com

La Citrouille Enchantée

1320, Rang Petit Saint-Léopold, Sainte-Clotilde-de-Horton

Page 47
lacityrouilleenchantee.ca

Le Carré 150 – théâtre, revue musicale et spectacle

150, rue Notre-Dame Est, Victoriaville

Page 31
819 752-9912 / lecarre150.com

Le Sainte-Hélène Auberge & Spa Nordique

442, rue de l'Église, Sainte-Hélène-de-Chester

Page 18
819 202-0202 / lesaintehelelene.com

Musée Laurier

16, rue Laurier Ouest, Victoriaville

Page 22
819 357-8655 / museelaurier.com

Parc linéaire des Bois-Francis

Victoriaville et sa région et région de l'Érable

Page 37
819 758-6414 / facebook.com/parclineaireboisfrancis

Parc Marie-Victorin

385, boulevard Marie-Victorin, Kingsley Falls

Pages 27-37
1 888 753-7272 / parcmarienvictorin.com

Sentier des trotteurs

1425, route 263, Sainte-Hélène-de-Chester

Page 38
819 604-7651 / sentierdestrotteurs.com

Tourisme Victoriaville et sa région

747, boulevard Pierre-Roux Est, Victoriaville

Pages 8-9-38
1 888 758-9451 / tourismeregionvictoriaville.com

Travelodge by Wyndham (anciennement Z Plaza)

1000, boulevard Jutras Est, Victoriaville

Page 53
1 866 537-8967 / hotelzplaza.com

Victoriaville et ses oies, la nature et les arts en pleine ville

Parc du réservoir Beaudet au 47, rue Garand, Victoriaville

Page 47
819 751-9990 #1 / victoetsesoies.com

Outside the region

Moulin à laine d'Ulverton

210, chemin Porter, Ulverton

Pages 14-24
819 826-3157 / moulin.ca

Parc régional du Mont-Ham

103, route 257 Ouest, Ham-Sud

Page 33
819 828-3608 / montham.ca

Useful information

Need a helping hand to enhance your stay in Centre-du-Québec?

Contact or visit  the visitor information centres in the region:

Bureau d'accueil touristique de Warwick

169, rue St-Louis, Warwick
819 358-4340
villedewarwick.quebec

**Bureau d'information touristique
de Victoriaville et sa région**

20, rue de Bigarré, Victoriaville
819 795-4323 - 1 888 758-9451
tourismeregionvictoriaville.com

**Bureau d'information touristique
de la région de L'Érable**

1280, avenue Trudelle, Plessisville
819 621-1333 - 1 800 360-2989
regiondelerable.ca

Office de tourisme de Nicolet-Yamaska

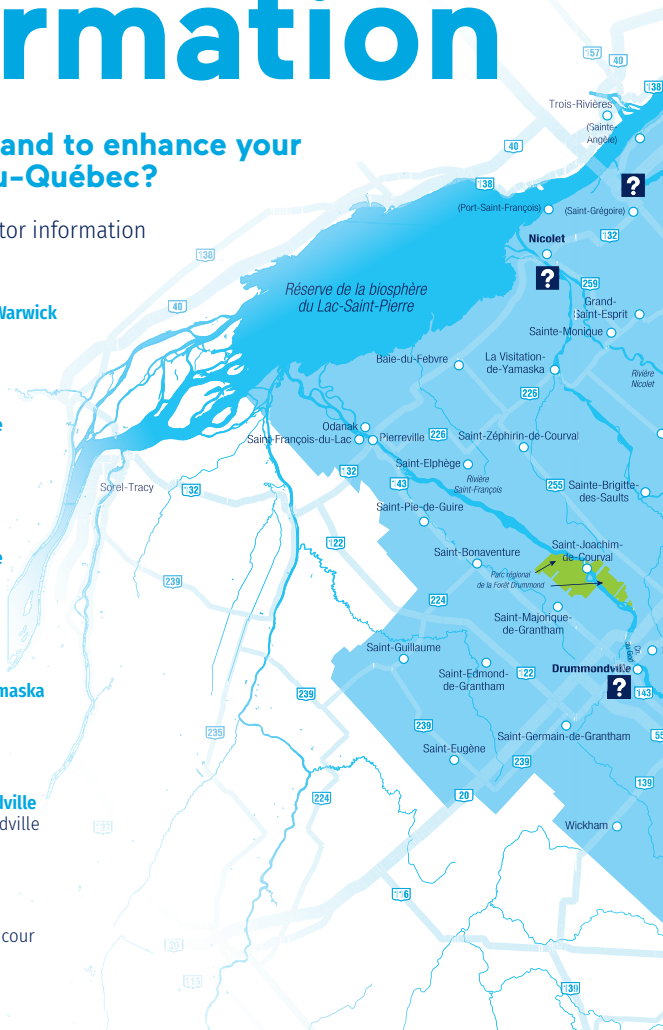
20, rue Notre-Dame, Nicolet
819 293-6960 - 1 866 279-0444
tourismenicoletyamaska.com

Office du tourisme de Drummondville

1350, rue J.-B. Michaud, Drummondville
819 477-5529 - 1 877 235-9569
tourismedrummondville.com

Tourisme Bécancour

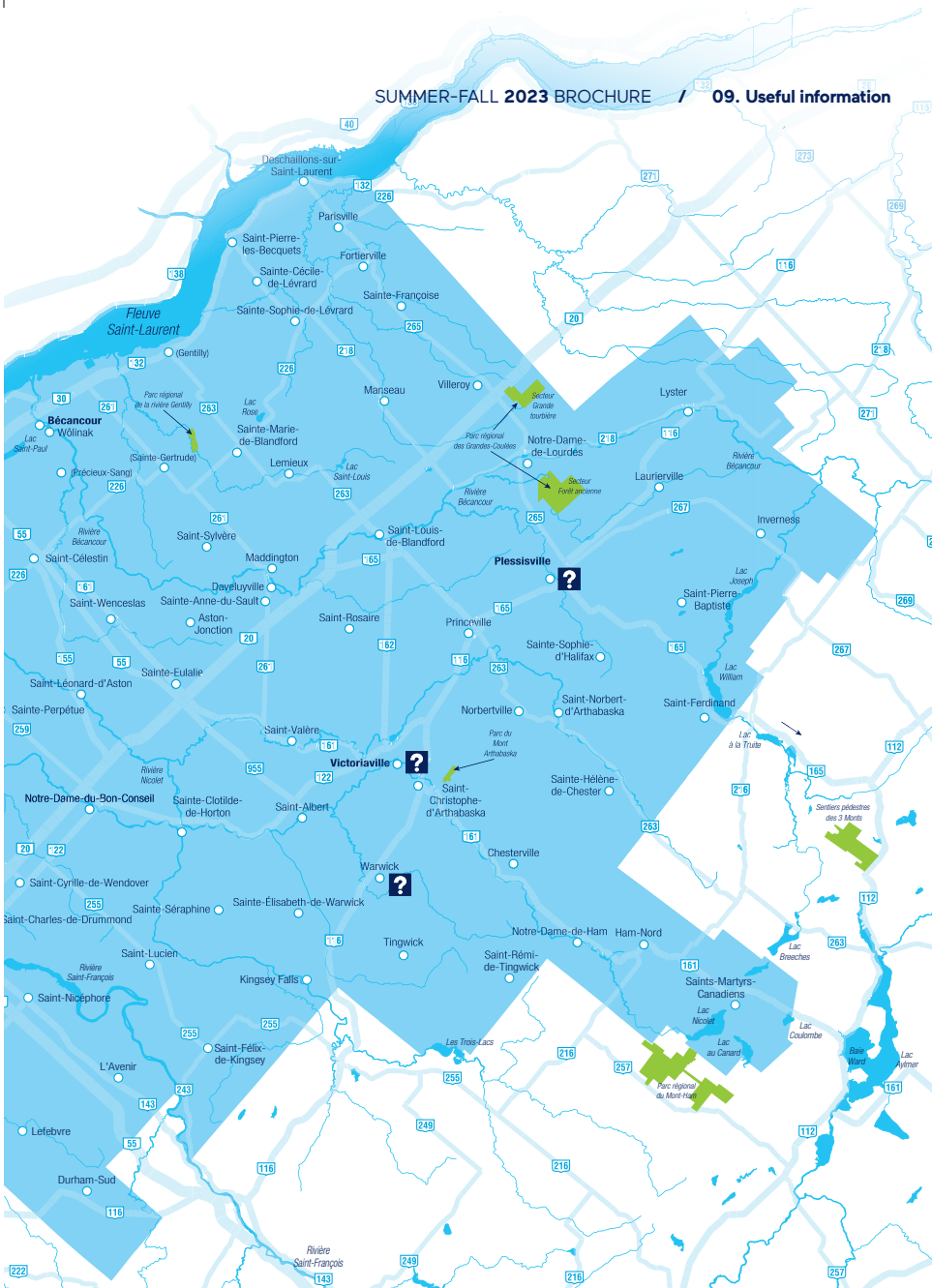
1005, boulevard Bécancour, Bécancour
819 233-4636 - 1 888 233-4676
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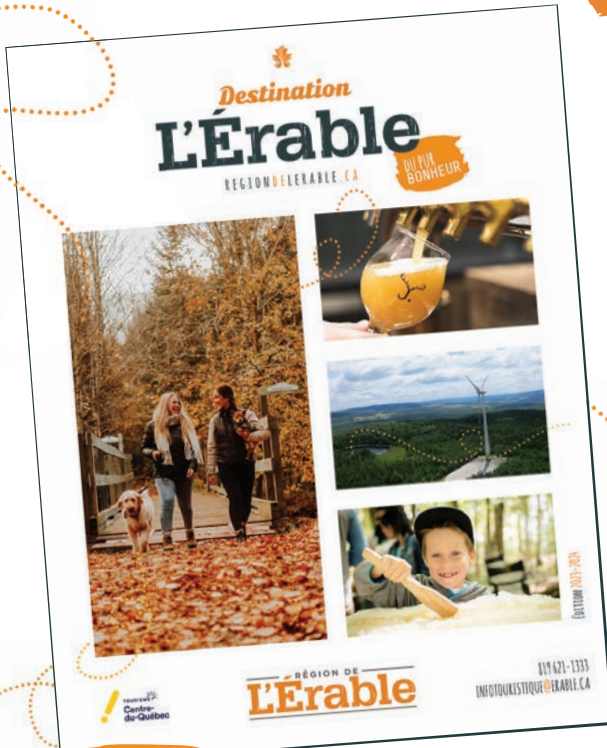


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