



Press release
To be distributed immediately

ÉCONOMUSÉE Network welcomes a new member:

The ***Bilodeau Fur dealer – Bootmaker ÉCONOMUSÉE®***

- Located in Normandin, Lac-Saint-Jean (Quebec) -

Normandin (23rd June, 2009) – Today, the **Quebec ÉCONOMUSÉE® Society** and its President – Chief Executive Officer, **Mr. Cyril Simard**, are particularly proud to welcome the ***Bilodeau Fur dealer – Bootmaker ÉCONOMUSÉE®*** into the network.

But what just exactly is a fur dealer – bootmaker? Artisans Mario Bilodeau and Marcel Laplante invite visitors to come along on an adventure of discovery in which animal furs are made into various products using traditional trade knowledge that has built the reputation of this artisan operation.

During the whole tour circuit, the visitor's curiosity is stimulated by presentations of various themes, such as the diverse issues linked to the fur trade; the different kinds of trade knowledge mastered by the artisan (furs, bootmaking, taxidermy, osteology, fur dressing, etc.); or even various allusions to the origins of the fur trade, to the particularities of a locally-made boot, the *botte sauvage*, as well as to winter boots typical of various other northern countries. Facilitated by visually pleasing combinations of images, objects and components, the visitor is invited to observe the artisans and their work teams and ask them questions, as well as to touch and identify various animal furs. In short, it will be a tangible, interactive, visual experience in which the senses are evoked, as one listens to the presentations, observes the artisans and reads the displays.

The visitor also learns that sustainable development, recycling and environmentally friendly practices are not only trendy terminology, but also the core values that have been the driving force behind Bilodeau Inc.'s policies for quite some time. For example, what does one do with a beaver's tail once its fur has been removed? At Bilodeau everything is recycled, converted into something useful and then marketed.

A real, true-to-life tour

Managed by people who are genuine fur and nature enthusiasts, Bilodeau Inc. has acquired expertise in buying and preparing various furs and making them into finished products. Ever aspiring to remain a leader in furs and fur products, the artisan operation constantly seeks to market unique, original products.

Selected for the quality and authenticity of its production process, Bilodeau Inc. has committed itself, by associating itself with the ÉCONOMUSÉE® network, to offering visitors all the characteristic components of an ÉCONOMUSÉE® tour. The foundation of this commitment is the artisan's desire to share his passion for his trade, as well as to pass traditional trade knowledge on to future generations in order to give them an **adventure of discovery**.

In fact, an ÉCONOMUSÉE® is not a typical exhibit, but rather the expression of a way of life, of a trade environment and, above all else, a choice opportunity to learn about a trade and meet **artisans at work** as they earn a living creating and selling contemporary products that are made according to traditionally-inspired methods.

EXPERIENCING AN ÉCONOMUSÉE® IS:

- Meeting an *artisan at work* in his workshop
- Learning about traditional skills in a dynamic, enriching environment
- Discovering the beauty and the authenticity of products made with pride at the location

So be ready to make tracks—and follow the trail to Bilodeau!

Source: The Quebec ÉCONOMUSÉE® Society

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