



From December 8, 2023 to January 8, 2024

Once upon a time in Centrôville ...

As the snow fell softly over Sherbrooke, something unusual was afoot in the shadows of the narrow streets: a group of mischievous elves from the North Pole, out to spread holiday cheer and magic, decided to take downtown by storm, transforming the winter tranquillity into joyous chaos!

Window after window, they pulled off a host of hilarious pranks. Since that very special night, downtown Sherbrooke has become a magical place filled with unforgettable smiles and laughter.

But before they disappeared into the starry night, the elves left behind a greeting card for us all. Search for the missing letters through downtown Sherbrooke, answering each riddle to reveal the message left by the elves.

When you're done, don't forget to submit your answers (if you're playing online) or drop them in a box (if you're playing on paper). If you succeed in your quest and decipher the elves' message, you could win one of 15 prizes worth \$200 each!

Some practical information

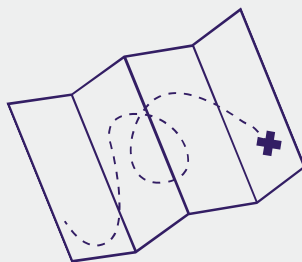
First clue: 70 King Street West (corner of rue du Dépôt)

Arrival point: HQ public square, Wellington Street South

Recommended parking: Well Sud - exit rue du Dépôt to get to the first clue.

Duration: Approx. 2 hours

Course length: 2.6 km



LA CHASSE AUX LUTINS à centrôville



Riddles left by the elves in CentrÔville

- ✨ ✨ 1 La confiserie du terminus
70, rue King Ouest
- 2 Amandine, robes et événements
93, rue King Ouest
- 3 La classe d'art de Noël
30-32, rue Wellington Nord
- 4 Friperie Le Support
46, rue Wellington Nord
- 5 Les Jeux du Québec
48, rue Wellington Nord
- 6 Fripe-à-ta-porte
98, rue Wellington Nord
- 7 Bureau de poste
134, rue Wellington Nord
- 8 Brûlerie Faro
180, rue Wellington Nord
- 9 Boutique d'arts visuels
109, rue Frontenac
- 10 Murale du bicentenaire
143, rue Frontenac
- 11 Carré Strathcona
- 12 Halte des Pionniers
approx 123 Wellington Nord
- 13 Animation Centre-ville
49 Wellington Nord
- 14 Candy King
185 King Ouest
- 15 Ameublement Gilles Boisvert
231, rue King Ouest
- 16 Librairie Les deux sœurs
285, rue King Ouest
- 17 Choupinette
90, rue Alexandre
- 18 Varga's Vintage
173, rue Alexandre
- 19 Mély -Traiteur
185, rue Alexandre
- 20 Loisir hivernal
203, rue Alexandre
- 21 Les Zerbes Folles
261, rue Alexandre
- 22 Les trésors d'Alexandrine
242, rue Alexandre
- 23 Stickermania
150, rue Alexandre
- 24 Manoir Brooks
138, rue Brooks
- 25 Café 440
146, rue Wellington Sud
- 26 Café de la place publique du QG
70, rue Wellington Sud
- 27 Le grand cirque des lutins
80, rue Wellington Sud
- ✨ ✨ 28 Le QG des lutins
80, rue Wellington Sud

1 La confiserie du terminus - 70 King Street West

Welcome to the CentrÔville elves' Christmas candy shop. This is where they come to stock up on sweets and fill up on energy. One little elf decided to make himself a pretty hat. What did he put on top?



Hats off to you for completing the first riddle with flying colours! Many thanks to La Chiffonnière for creating this window display. Thanks to Pascale Fortier's class, grade 2-3, from École Eymard. Now it's off to Amandine Robes et Événements to continue the pixie hunt!

2 Amandine Robes et Événements - 93 King Street West

What a magical scene! It's as if the star fairy has been here, isn't it? In this setting worthy of a wonderful Christmas tale, what's the elf sitting comfortably on?



Thank you to Agence Lion for creating this simply magical window display! Now, for the third question, turn right onto rue Wellington Nord and stop in front of 30-32.

3 La classe d'art - 30-32 Wellington Street North

In their spare time, elves love to get creative. Today, they're taking part in a live art workshop with none other than Santa Claus as their model. However, one of our little elves didn't quite understand the instructions: what did it paint?



This window display was created by La Chiffonnière in collaboration with Marie-Claude Monfette's Grade 4 class at École Saint-Antoine. Thank you and congratulations to the students for these magnificent portraits of Santa Claus. For the next riddle, come to 46, rue Wellington Nord.

4 Friperie Le Support - 46 Wellington Street North

Friperie Le Support is a not-for-profit organization and a community platform of La Cordée. Here, clothes are given a second life. What materials does the elf use for sewing?



Continue your quest next door, at 48 rue Wellington Nord.



5

Les Jeux du Québec - Sherbrooke 2024 - 48 Wellington Street North

The countdown to the 58th finals of the Jeux du Québec - Sherbrooke 2024 has begun! In this great advent calendar, discover some of the sports that will be presented during this final. Rafale, the Games mascot, has decided to try his hand at a sport.

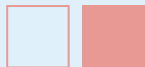


Showcase created by La Chiffonnière in collaboration with students in Nancy Vadnais-Bardeau's Grade 3 class at École Saint-Antoine. The 58th finals of the Jeux du Québec - Sherbrooke 2024 will be held from March 1 to 9, 2024. The finals will feature diving, gymnastics, trampoline, speed skating, cross-country skiing, Olympic boxing, judo, weightlifting, fencing, badminton, table tennis, karate, curling, ringette, field hockey, figure skating and wheelchair basketball. There's still time to become a volunteer. Just drop in at the official center at Carrefour de l'Estrie. The next enigma is located at 98, rue Wellington Nord.

6

Fripe-à-ta-porte - 98 Wellington Street North

Introducing Fripe-à-ta-porte, a boutique that gives a second life to your clothes through sales, exchanges and even clothing barter groups. In this showcase of holiday music and earworms, which musical note is being repeated?



Showcase created by La Chiffonnière. Thanks to Estrie Aide for the tissue donation. The next question will be at 134, rue Wellington Nord.

7

Le bureau de poste Desjardins - 134 Wellington Street North

Welcome to the Christmas post office. This showcase is presented by Desjardins, official collaborator of the CentrÔville Elf Hunt. Locate the elf parcel addressed to lutin coquin. What's the street name of the mailing address?



Congratulations to La Chiffonnière for creating this window display presented by Desjardins, partner of the Chasse aux lutins in CentrÔville. Special thanks to the Mitchell-Montcalm after-school sewing group and to Eve and Clara for their support in the creation of this window display. To answer the next question, visit Brûlerie Faro.

8

Brûlerie Faro - 180 Wellington Nord Street

In the enchanted forest of Brûlerie Faro, what lights up the landscape?



Continue along rue Frontenac to the Boutique d'arts visuels. On your way, you'll see the brand-new Christmas tree in Place des Moulins.

9

Boutique d'arts visuels - 109 Frontenac Street

Which of the few glowing baubles twinkles like the stars and makes Santa's sleigh sing?

With more than 80 local artists exhibiting their work here on a rotating basis, it's the perfect place to pick up a one-of-a-kind piece just in time for the holidays! Next stop: the Bicentennial mural at the corner of Frontenac and Dufferin streets.

10

Murale du bicentenaire - 143 Frontenac Street

This mural reproduces a scene from everyday life in Sherbrooke in 1902. At the time, the general store sold syrup of ... to cure colds and coughs (toux). What was in that syrup. Write the answer in French as it is written on the mural.

Now retrace your steps slightly and cross Frontenac Street safely to Carré Strathcona, just in front of Sherbrooke City Hall.

11

Carré Strathcona

Carré Strathcona has been transformed into a veritable winter wonderland, complete with fireplaces, chairs and frosted decor. An animal proudly admires the landscape, which one?

Now continue on rue Wellington Nord, in the opposite direction. The next question will be at the Pioneer Stop near 123 Wellington North.

12

Halte des Pionniers - approx 123 Wellington Street North

In Marcel Barbeau's colorful mural at the Halte des Pionniers, you can recognize an emblematic Wellington Street building, which one?

The next riddle is at 49 Wellington Street North...



13

Animation centre-ville - 49 Wellington Street North

But what's going on here? By day, the staff of Animation centre-ville and Théâtre Granada work peacefully, but as soon as their backs are turned, our naughty elves take advantage of the opportunity to juggle with ...



Thanks to Agence Lion for creating this showcase. Throughout the year, Théâtre Granada and Animation centre-ville keep our centro alive with concerts, parties and festivals. Visit the website to find out all about the program.

14

Candy King - 185 King Street West

It's no secret that our elves have a sweet tooth! So they've decided to have a snow battle of their own! One of our elves has found some unusual ammunition. What did he decide to counter-attack with?



La maison du bonbon, now Candy King, has been Sherbrooke's sweet reference for over 25 years. Next stop: Ameublement Gilles Boisvert.

15

Ameublement Gilles Boisvert - 231 King Street West

This is Santa's house. He's lucky to have such beautiful furniture. Ah, look, it seems he's left his favorite snack behind. What is it?

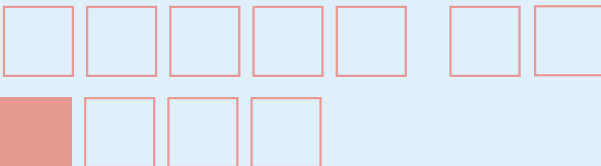


Thanks to Agence Lion for the creation of this showcase. Ameublement Gilles Boisvert - BrandSource has been a fixture in downtown Sherbrooke for over 60 years. This store has furnished many homes, including that of our beloved Santa Claus! For your next question, continue up King Street to Librairie Les Deux soeurs.

16

Librairie Les Deux soeurs - 285 King Street West

This is our elves' favorite bookshop. To get into the holiday spirit, one of them sat down to read an Innu tale entitled Mon Premier... write the answer in French



Since its opening, La Librairie les Deux soeurs has specialized in children's and diversity literature. For the next question, cross King Street at the light. Take Alexandre Street to Choupinette's at 90 Alexandre Street.

17

Choupinette Boutique Cadeaux - 90 Alexandre Street

There are three of us, standing up straight, ready to catch any elf that falls.



Boutique Choupinette offers a host of gift ideas made here by over 250 Quebec artisans. Continue along rue Alexandre and cross at the intersection with rue Ball to change sides of the street. The next question will be at Varga's Vintage at 173, rue Alexandre.

18

Varga's Vintage - 173 Alexandre Street

Here, holiday celebrities gather for a Christmas concert on what musical instrument?



At Varga's Vintage, you'll find a host of original treasures. Now, for the next riddle, head to Mély-traiteur at 185, rue Alexandre.

19

Mély-Traiteur - 185 Alexandre Street

It's time to stock up on victuals and ready-to-eat meals for the holiday season. Here's to stuffing your face! What materials do elves use to build a house?



Mély-traiteur offers healthy cuisine and ready-to-eat meals, year-round. The next storefront is at 203 Alexandre Street.

20

Loisir hivernal - 203 Alexandre Street

Here, a cute little sheep is riding a bike while knitting! Unfortunately, its yarn got caught somewhere... Who's holding it?



Thanks to La Chiffonnière for creating this cute Christmas village. Keep going on Alexandre Street, the next question will take place at Les Zerbes folles at 261, rue Alexandre.



21

Les Zerbes Folles - 261 Alexandre Street

This is where our elves like to gather at tea time. How many golden cups are hidden in the fir tree decorations?



For the next riddle, you'll need to cross Alexandre Street safely, at the Aberdeen corner. You'll take rue Alexandre again, but on the other side (east sidewalk). Go to Trésors d'Alexandrine, located at 242, rue Alexandre.

22

Les Trésors d'Alexandrine - 242 Alexandre Street

Tiring elf life! They've taken a little break here to gently cradle their little ones ...



Les Trésors d'Alexandrine is a small gift and antique store that's been around for decades. Visit Stickermania at 150 rue Alexandre for the next riddle.

23

Stickermania - 150 Alexandre Street

Because you always have to start somewhere, it's important for elves to go to school. In this Academy of Elfin Knowledge, our 6 apprentice elves hone their skills. What can they use to travel back in time? (The Grand Elf is holding some in his hand...)



At Stickermania, you'll discover an array of stickers, all made right here in Quebec. Now it's time to head over to Brooks Manor to answer the next question.

24

Manoir Brooks - 138 Brooks Streets

Brooks Manor is a beautiful building, isn't it? Here, several architectural styles blend together. Our elves were particularly intrigued by the little window in the front door on Brooks street. What shape is it?



Manoir Brooks is a unique heritage building offering furnished apartments and rooms for rent in Sherbrooke for temporary stays of varying lengths. Time for a coffee break! Visit Café 440 on Wellington Street South.

25 Café 440 - 146 Wellington Street South

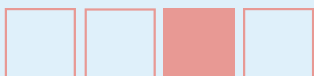
A cultural and musical gathering place, Café 440 offers vegan meals and brunches that are simply delicious. Inspired by the place, an elf decided to play the ...



Let's stay on the same theme by visiting a brand-new café in the HQ public square. Go to 70 Wellington Street South.

26 Café de la place publique du QG - 70 Wellington Street South

Surprise! One of the elves' favorite burn shops has opened a branch on Well Sud. Which one?



Now turn around and go to the window of 80 Wellington Street South facing you.

27 Le grand cirque des lutins - 80 Wellington Street South

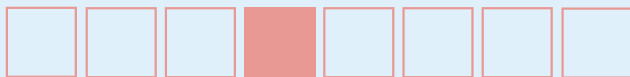
Our elves have always been drawn to the art of the circus. Here, they practice all kinds of jumps and pirouettes in the air. Wow! One of them tries his hand at everything by jumping through a ...



Thank you and well done to Agence Lion for creating this circus-themed showcase. For the past few weeks, the building housing this showcase has been bustling with life. The QG de l'Entrepreneuriat has officially opened its doors. Here, not only do we support companies in the throes of incubation, but we've also brought together all the services and organizations involved in economic development under one roof. Now, for the next and final showcase, walk along the HQ building and turn the corner!

28 La finale : Le QG des lutins - 80 Wellington Street South

It's the end already. As you can see, our elves never stop. They always find something to do! By answering this final question, you can finally see the wish written on the elves' card. So here's the riddle: In this final scene, this animal is practicing for the Christmas run, who is it?



Congratulations, you've managed to decipher the message left by the elves in their greeting card! Thank you Agence Lion for this final window. Now make sure to fill your form to have the chance to win prizes.

LA CHASSE AUX LUTINS de centrôville



Complete the following sentence:

Now, it's time to decipher the message left by the elves in their greeting card using the 28 letters collected!



The magic of the holiday season lies in the ...



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27	6	4	23	25	16	7	13	22	19	28	24
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20	10	18	11	17	26
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First name

Last name

Address

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Phone

Number of people with you

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E-mail

