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Media@SkiBig3.com

1-403-760-7742

Box 1085, Banff, AB, Canada T1L 1H9



Photo: Brandon Brown

WELCOME TO CANADA'S PROTECTED PLAYGROUND™ BANFF NATIONAL PARK

This is home to three of the world's finest ski resorts; Mt. Norquay, The Lake Louise Ski Area and Sunshine Village, offering almost 8,000 acres of skiable terrain and 274 runs, with an average annual snowfall of over 30 feet, all in surroundings so spectacular the United Nations has declared it a World Heritage Site.

Boasting one of the longest ski seasons in North America, from mid November to late May, experience our famous dry, light powder. From wide open bowls and steep chutes to tree lined glades and miles of perfectly groomed cruisers, there is terrain to suit everyone. All this is available on one convenient tri-area lift ticket, with access to unlimited skiing at the three resorts, free transportation to and from the resorts and night skiing at Mt. Norquay.

Skiing or riding in the heart of a UNESCO World Heritage Site, Banff National Park, you are surrounded by 20,000 square kilometers (7,722 square miles) of protected landscape, where animals roam free. It's a place where million dollar condos are replaced with mountains and million-dollar views. Within our spectacular scenery there's wildlife that you can't see elsewhere, so when you catch a glimpse of an elk or a wolf on your drive to the resort, it won't be a hallucination.

Keep on reading to find out more about this special place. For more information, interviews, images, videos, or to arrange a visit, please contact:

Tessa Mackay
Public Relations
Ski Banff-Lake Louise-Sunshine
Office: 1-403-760-7746
Cell: 1-403-763-8544
Tessa@SkiBig3.com



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WHAT'S IN STORE FOR 2010-11

Opening dates

With reliable early season snowfall, it's no wonder why we're skiing here while other resorts are still cutting the grass. This season's opening dates were:

The Lake Louise Ski Area: November 5, 2010 (first resort to open in Canada)

Mt. Norquay: November 13, 2010 (for weekends only, with seven-days-a-week opening on December 3, 2010)

Sunshine Village: November 18, 2010

New lift at Sunshine Village continues Olympic legacy

A new Doppelmayr quad chairlift has replaced the Strawberry triple chair at Sunshine Village. The new lift was originally used in the 2010 Olympic and Paralympic Games. Now, in addition to preserving the Olympic legacy for the local community, it will improve the ski and snowboard experience for beginners, offering even more convenient and comfortable access to green and blue runs.

The Lake Louise Ski Area joins the Skier/Boardercross Circuit

The Lake Louise Ski Area is thrilled to announce that it is joining the circuit for both boardercross and skiercross during the 2010-11 winter season. With both of these sports being relatively new to Olympic competitions, this is an exciting opportunity to provide locals and guests alike with a place to participate in these sports.

Creekside refurb offers new experience

After being torn to barely more than a steel skeleton as part of a major refit, Creekside Bar & Grill now offers nearly twice as much floor space, about 35 more seats and a completely new kitchen including a bakery offering freshly made, on-site baked goods for the whole resort and a wood-fired artisan oven for handcrafted pizzas. All this is now housed in a beautiful new façade, using glass and natural stone reclaimed from the resort and crafted for the building.

Mt. Norquay celebrates its 85th anniversary

Mt. Norquay invites all guests to join in celebrating the resort's 85th anniversary, with many great events planned throughout the season. Known as the locals' gem, Mt. Norquay is offering seniors a full season pass for just \$85 (seniors age 65+ available for purchase all season). To ensure the season-long party goes off in style, the Tube Park has been expanded, a new Kidz Zone has been created and Cascade Lodge and Tube Town Lodge have both been renovated.

The Lake Louise Ski Area welcomes a new Executive Chef

Bruce Edmondson, originally from Orillia, Ontario, joins our team as Executive Chef at The Lake Louise Ski Area. Over 23 years Bruce has worked in every area of the kitchen. His passion for cooking drove him to obtain his interprovincial Red Seal certification in 1996, and certifications in food safety and responsible liquor service. Whether preparing a casual meal or a fine dining experience, Bruce's attention to detail will guarantee a pleasant dining experience.

Banff-Lake Louise's first micro-brewery opens

The Banff Avenue Brewing Co. is now open, making their own beer and cooking up hearty meals and traditional resto-pub fare. The brew pub is offering beer varieties that are enhanced with the glacier-fed waters of Banff-Lake Louise. Brewery tours are available for winter 10-11, making this the perfect place for après ski!

MOUNTAIN STATISTICS



Tri-Area

Almost 8,000 acres of skiable terrain
274 runs
Over 30 feet of average annual snowfall
40,996 people per hour lift capacity
26 lifts
267 elk*
110 bears*
8,000 feet from sea level*
1 inch from heaven*
0 friends on powder days

For access to high resolution trail maps please contact Media@SkiBig3.com.
Interactive and .jpg trail maps are available at www.SkiBig3.com/maps

*Approximate numbers.



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FAMOUS RUNS

Mt. Norquay

The Lone Pine

One of the first runs in North America to be given a double black diamond designation, this is Mt. Norquay's signature run. The unrelenting 1,300 vertical feet of thigh burning bumps overlooking the base area has been accessible to hearty downhillers since 1948 when Mt. Norquay opened the first chairlift in North America.

The Lake Louise Ski Area

Men's Downhill

A black run on the front side of the mountain, this is part of the Men's and Women's World Cup Downhill race course. Stand at the top and take in stunning views across the valley to Lake Louise and the Victoria Glacier. Then make your way down this steep, groomed black diamond run that will leave your legs burning by the bottom.

Brown Shirt

Take the Summit Platter and head down the ridge to the left. Brown Shirt often collects plenty of powder and can be a great choice even days after a storm. This is a good expert run for skiers and riders who enjoy off-piste terrain.

Larch Poma

The original lift at The Lake Louise Ski Area went up this trail in the 1930s. Today it's a favourite intermediate groomed run that is great for cruising and conveniently close to the historic Temple Lodge for a well-deserved beer and burger.

Sunshine Village

Delirium Dive - double black freeride zone

Delirium Dive is one of three freeride zones offered at Sunshine Village (the others are Wild West and Silver City), perfect if you're looking for a challenge. With over 600 acres of freeride terrain and an average pitch of 40 degrees, Delirium Dive is not for the faint hearted. Skiers and snowboarders are required to have an avalanche transceiver, a shovel and a similarly equipped partner in order to access the Dive.

Angel Flight

Angel Flight is a classic blue run perfect for those looking for a casual cruise, and challenging enough for progressing snow enthusiasts. A favourite run among locals and visitors alike, Angel Flight is worth seeking out.

Dell Valley

Dell Valley is the perfect green run for those new to the sport. It is fondly remembered by many locals as the run they laid their first tracks on. This easy run is both wide and quiet ensuring a gentle introduction to skiing or snowboarding.



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BACKGROUND OVERVIEW

New lift at Sunshine Village continues Olympic legacy

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The Lake Louise Ski Area Joins the Skier/Boardercross Circuit

The Lake Louise Ski Area is thrilled to announce that it is joining the circuit for skier and boardercross this season. With both of these sports being relatively new to Olympic competitions, this is an exciting opportunity to provide locals and guests alike with a place to participate in these sports.

Mt. Norquay celebrates its 85th anniversary

Mt. Norquay invites all guests to join in celebrating the resort's 85th anniversary, with many great events planned throughout the season. As the first of the area's ski resorts, this locals' gem is an inherent part of the history of Banff National Park. This is our story.

Where White is Green

Mt. Norquay, The Lake Louise Ski Area and Sunshine Village have both an opportunity and an obligation to become model communities for ecological integrity. Our Environmental Stewardship Policy has seen us reducing our carbon footprint, increasing comfort and convenience, and preserving what Mother Nature has blessed us with.

Skoki Lodge

Skoki Lodge is situated in a beautiful high alpine region in Banff National Park. The eleven kilometre trail from Lake Louise to the Skoki Valley makes Skoki Lodge an ideal destination for skiers of all levels. From Skoki Lodge one can access breathtaking mountain ridges and alpine lakes, or explore five different adjoining valleys.

Eco-Luxury at Sunshine Mountain Lodge

Nestled high in the Canadian Rockies, at 7,200 feet above sea level in Canada's oldest and most famous national park, this eco-boutique hotel delivers extraordinary luxury surrounded by breathtaking scenery. It is place unlike anything you have ever experienced.

Eat, Drink and be Merry

Take a culinary tour of our resorts, with a variety of dining options for every taste and budget. This tells you where to be and when to be there, plus details of our first micro-brewery and our new Executive Chef.

Banff-Lake Louise on a Budget

Skiers and snowboarders are in luck when in Banff-Lake Louise, as winter is actually *low* season here. We'll show you how to experience the world's finest ski resorts, on a budget.

Family - We Ski Together

Vacations are about creating great memories for the whole family. Children of all ages are welcome in Banff-Lake Louise. Whether you choose from our wide variety of daycare and award-winning Snow School packages, or prefer to ski with the kids, there's a host of great options. Spending time together with family just got better.

What's Not New

The area has improved, grown, and continually modernized. But more important than the upgrades is what *hasn't* changed – and won't. The protected beauty of the Canadian Rockies is the same as it was 100 years ago, when skiing started here. Find out how we do it.

BACKGROUND: NEW LIFT CONTINUES OLYMPIC LEGACY



A new Doppelmayr quad chairlift has replaced the Strawberry triple chair at Sunshine Village for this season. The new lift was originally used in the 2010 Olympic and Paralympic Games.

In addition to preserving the Olympic legacy for the local community, it is improving the ski and snowboard experience for beginners and intermediates, offering even more convenient and comfortable access to green and blue runs.

“Through this innovative agreement, we are supporting the short-term needs of Olympic organizers while significantly improving the long-term visitor experience in Banff National Park,” said Dan Markham, of Ski Banff-Lake Louise-Sunshine. “We have decreased the organizing committee’s capital costs and have built an Olympic legacy that will be truly enjoyed for years to come.”

In the heart of Canada’s first National Park, Mt. Norquay, The Lake Louise Ski Area and Sunshine Village are noted for their progressive environmental practices. The purchase and reuse of this lift represents yet another positive step.

The new lift follows the path of the Strawberry lift, but is approximately 40 meters longer.

This lift replacement is part of continued efforts to constantly improve the ski and snowboard experience in Banff National Park. Last season The Lake Louise Ski Area opened a newly replaced Ptarmigan Chair, increasing guest comfort and significantly reducing power consumption. The Leitner Poma fixed-grip quad was replaced adhering to strict environmental guidelines, including soil salvaging during construction, access via existing trails only and the majority of work being completed by hand. Grizzly bear protocol was adhered to with a monitoring process and education for staff and construction crew.

Mt. Norquay has also added value recently, opening a new Tubing Park for those young and old to enjoy. Working in conjunction with Parks Canada, the lift-accessed course was designed and built to offer an exciting and fun-filled activity which, at the same time, allows the surrounding environment to remain preserved.

New Strawberry Lift Statistics

Rated capacity of 1,800 guests per hour.

45 chairs.

8 towers.

Approx. ride time of 2.7 minutes.

Bottom drive, detachable quad lift.

Manufactured by Doppelmayr CTEC, of Kelowna, B.C.

BACKGROUND: WE JOIN THE SKIER/BOARDERCROSS CIRCUIT



The Lake Louise Ski Area is thrilled to announce that it is joining the circuit for both boardercross and skiercross this season.

With both of these sports being relatively new to Olympic competitions, this is an exciting opportunity to provide locals and guests alike with a place to participate in these sports.

The new course, scheduled to open mid-January, will start on Juniper run, finishing on Easy Street. It will be a National Championship Course, 650m long with verticle drop of 130m, designed by Jeff Jhansi and Jim Sidorchuk.

The course will be open to the public and free to access for tri-area and Lake Louise lift ticket holders, and Big3 and Lake Louise season pass holders. Helmets, while not mandatory, are strongly encouraged.

Lake Louise will be hosting three Skier/Boardercross Open events for athletes of all ages and ability levels, with the goal of sport development. These will take place on January 29 to 30, 2011, February 12 to 13, 2011 and April 2 to 3, 2011. The resort will also be the venue for the 2011 Canadian Snowboards Nationals - Speed on April 7 to 11, 2010.

Whether enjoying the spectacular spectator events or giving it a try yourself, The Lake Louise Ski Area is pleased to invite locals and guests alike to join in this exciting sport.

Skier/Boardercross Timeline

2010 – The Lake Louise Ski Area adds a Skier/Boardercross Circuit to its freestyle provisions.

2010 – Ski cross debuts at the Winter Olympic Games.

2009 – The Canadian Skiercross team finishes the season as the top performing team in the world.

2007 – Ski Cross Canada is launched under the leadership of Cam Bailey. Canadians reach the podium 14 times over 12 events in the inaugural year.

2006 – Boardercross debuts at the Winter Olympic Games held in Torino.

2002 – Sunshine Village begins three years of hosting the X-treme Tour.

1999 – Skiercross debuts in the Winter X-Games.

1997 – Boardercross debuts in the inaugural Winter X-Games.

1991 – What is believed to be the first boardercross event in the world is staged in Canada for a show on FOX TV. The organisers, Steve Rechtschaffner, Greg Stump and John Graham are largely credited with creating the sport and coining the term “boardercross.”



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BACKGROUND: MT. NORQUAY CELEBRATES ITS 85TH ANNIVERSARY!



This season Mt. Norquay is celebrating its 85th anniversary, with many great events planned for locals and guests alike.

To ensure the season-long party goes off in style, the Norquay Tube Park has been expanded with several extra lanes added, and a new Kid's Play Zone has been created featuring small sliding lanes and a merry-go-round. The deck on the Tube Park Lodge has been renovated and the patio will now be open all winter with a full bar and food services. Plus, seniors can get a full season pass for just \$85 (seniors age 65+ available for purchase all season).

Mt. Norquay was named in 1904 after John Norquay, the premier of Manitoba from 1878 to 1887, who summited the mountain in 1888. Cutting runs in 1926, Mt. Norquay became one of the first ski resorts in North America and the first in the Canadian Rockies. From these groundbreaking roots, it has forged a well-deserved reputation as a family-friendly resort with excellent beginner, intermediate and advanced terrain.

Prior to World War 1, an accomplished Austrian Mountain Guide named Conrad Kain taught some of the local boys to ski here. The excitement for the sport grew when ski jumping was later introduced by Gus Johnson, drawing enthusiasts from all over the world. With the help of local enthusiasts Cyril Paris and Cliff White, a small ski cabin was built in 1927.

The first tow rope was built in 1941. Irene Clarke Choquette, a Banff local, was the first person to officially ride the rope tow. The cost for four rides was 25 cents. The North American, or *Big Chair* as it's known by locals, was built in 1948 and is the second oldest chairlift in North America.

A few years after the chair lift was built, construction on the tea house at the top of the North American chair started. Building a ski lift tea house at 6,900 feet in the Rockies taxed the ingenuity of builders, who had to transport all materials up a sheer mountainside to build on a slope that ranged from 35 to 45 degrees. Available terrain now ranges from gentle beginner areas for building confidence and skill, to heart-pounding double black diamond steeps to challenge any expert.

The new lodge was opened on December 6, 1995 but disaster struck just the following day on December 7, when it burnt to the ground, totally destroyed by a fire. In 1996 a new lodge was built and this is the lodge that still welcomes guests today, hosting a variety of events, corporate functions and weddings year-round. The old original lodge by North American Chair has since been reopened and snow tubing has been added.

Ski Racing has always been a part of Mt. Norquay's heritage, with the first Slalom courses set back in 1929. Mt. Norquay held the North American Championships in 1937 and still to this day holds several races each season including pre-season ski training from November, hosting race clubs from across North America. Many world-class racers started at Mt. Norquay, from Eddie Hunter and Bruno Engler to Karen Percy, Ken Read, Steve Podborski, Dave Irwin and Thomas Grandi, to name a few.

Mt. Norquay has taken many forms over the past 85 years, while always retaining the natural beauty of the National Park within which it sits. From being the premier jumping and powder skiing location to now focusing on top family fun and ski racing, the resort is trusted to provide the best.



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BACKGROUND: WHERE WHITE IS GREEN

Set in the heart of Banff National Park, a UNESCO World Heritage Site, Mt. Norquay, The Lake Louise Ski Area and Sunshine Village have both an opportunity and an obligation to become model communities for ecological integrity.

Our Environmental Stewardship Policy has seen us reducing our carbon footprint, increasing comfort and convenience, and preserving what Mother Nature has blessed us with.

Millions of gallons of water per year are now being saved with **low-flow toilets** and **automatic shut-off devices**. **Upgraded snow making systems** also means less water and better energy efficiency.

The Ptarmigan lift at The Lake Louise Ski Area was replaced in 2008 with a **new Leitner Poma Fixed-Grip Quad**. Comfort is not the only added value to this lift as its top-drive system significantly reduces power consumption.

The Lodge of Ten Peaks at The Lake Louise Ski Area is **recycling water** from the kitchens through the toilets to reduce sewage output by two million gallons per year. **Recycled tires** have been used for non-slip floors throughout the building.

Sunshine Village's new eco-luxurious suites at Sunshine Mountain Lodge, which opened in December 2009, feature a host of green technology. **Passive solar energy** through high efficiency windows maximizes heat gain; **water consumption is reduced** by 44 per cent and **energy consumption reduced** by 20 per cent.

This is in addition to Sunshine Village's success of resort-wide **reduced water usage** by 29 per cent and water-related operating costs by 40 per cent, since 2002. The resort is a recipient of the **Silver Eagle award for 'Excellence in Water Conservation'** (2006).

And away from the ski areas, Banff-Lake Louise has recently been through some important and exciting upgrades.

The **Banff Refreshing** project has seen a complete rejuvenation of downtown Banff. The result is a fresh, new downtown core that better **reflects our natural environment**, provides more space for tourists and residents to enjoy, and provides a modernized underground infrastructure. Some of the key improvements to the streetscape include wider sidewalks, more rest spots, additional trees and landscaped areas, more crosswalks and new lighting to reduce light pollution.

We are proud to be the first municipality in Canada to introduce an **all-hybrid electric bus system**. Our award-winning 'Roam' buses are friendly to the environment, and they look special too: each bus features a unique backcountry view of grizzlies, elk, goats and wolves. With these new hybrids, we're **reducing emissions** and **lowering fuel and lifecycle costs**. And the buses look amazing.

BACKGROUND: SKOKI LODGE



Skoki Lodge has been preserved as a National Historic Site and a Banff National Park treasure, presenting a rare chance to take a walk back in time.

Stepping inside the Lodge is an immediate, unique immersion in Skoki's rich history. Though subtle luxury is present, the retreat is a reminder of how wonderful and calming the simple life can be.

Getting here is a satisfying journey along which photo opportunities abound. Cross country skiing or snowshoeing from the Lake Louise Ski Area, up two alpine passes, past one of the area's most pristine alpine lakes and down a well-marked trail through the woods takes backcountry enthusiasts to this secluded hideaway.

Welcoming, knowledgeable staff are on-hand to greet, provide a brief orientation, and serve sumptuous afternoon tea services with such goodies as soups, cheeses and homemade breads and pastries. It's a perfect time to meet Lodge companions and unwind.

Afternoons are ideal for exploring. Guests can browse through the numerous historic photographs and ski equipment that decorates the lodge, grab a book from the library's collection and read about local history, flora and fauna, or simply curl-up and relax. Favourite gathering spots are around the Lodge's two wood stoves, in cosy nooks and daybeds, in the comfortable living room that features a warm, crackling fireplace, or on the porch for front-row seats to the dramatic mountain views for which the lodge is legendary.

Dinner is an event unto its own; guests enjoy peeking in to meet the chef and staff, and marvel at how deftly such sumptuous meals are made in the rustic, bustling kitchen. A highly-skilled team committed to bringing the finest culinary delights to the backcountry prepares meals, with changing daily menus, from the freshest and finest ingredients.

Once dinner is served, laughter and photographs are shared and new friendships are forged. Beer and wine are always available at the bar and in the dining room.

Taking a short stroll around the area is a fun after-dinner option to work off some of those calories. Others choose to retreat to the living room, enjoy a game of scrabble or cribbage from the games cupboard, or sip coffee or herbal tea at the dining table.





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After a night under a cosy down comforter, breakfast begins at 8 a.m. with the delicious smells of fresh coffee, wood smoke, sizzling bacon and warm scones. Following the two-course meal, a lavish build-it-yourself buffet is set out and lunches are created from homemade breads, delectable deli meats and a feast of fruits, vegetables, cheeses, fresh-baked goodies and granola.

Once guests have their afternoon picnic ready to go, they can chat with the staff to plan that day's adventure. Eager to help, and with detailed maps and years of personal experience in the area, the Skoki team is an invaluable resource, and can recommend trips for any taste—from the short and picturesque to the strenuous and rewarding. Access to breathtaking mountain ridges and alpine lakes is easy. During the summer, beautiful alpine flowers paint the landscape, and towering peaks against azure skies delight even the most experienced alpinists. In winter, all abilities can enjoy the plethora of ski touring and telemarking slopes and the variety of cross country/snowshoeing routes around the lodge

Skoki Lodge is a haven for those who want to escape it all, but who love to be looked after. The authentically rustic, yet surprisingly luxurious main building and three private cabins accommodate parties up to 22. Skoki is excellent for corporate retreats, outings with friends, romantic weekends and families.

QUICK FACTS

Date of Construction: 1930-1931

Additions: 1935-1936

Original Owner: Ski Club of the Canadian Rockies

Renovations: 2003-2004

CONTACT

Call Toll Free : 1-888-99-SKOKI (1-888-997-5654)

Call Local : 403-522-7248

E-Mail : skokilodge@skilouise.com

BACKGROUND: SUNSHINE MOUNTAIN LODGE



“Canada’s Best Rooms with a View,” Ski Canada Magazine.

Nestled high in the Canadian Rockies, at 7,200 feet above sea level in Canada’s oldest and most famous national park, this eco-boutique hotel delivers extraordinary luxury surrounded by breathtaking scenery. It is a place unlike anything you have ever experienced.

World-famous dining. Opulent rooms. Friendly, courteous staff. Outside, a sky so full of stars you won’t believe your eyes. Over 3,300 acres of skiing at Sunshine Village is just footsteps from your room, with two more of the world’s finest resorts, Mt. Norquay and The Lake Louise Ski Area, in short reach.

Sunshine Mountain Lodge is the only ski-in, ski-out hotel in Banff National Park, so you can be the first on the slopes each morning. It offers casual and fine dining, the area’s largest hot tub, spa services and family friendly activities. The new West Wing offers rooms with in-floor heating, jetted tubs and large-screen LCD TVs, all in a rustic mountain theme.

You will be staying in an extraordinary place in the heart of a UNESCO World Heritage Site. This exceptional experience will give your family life-long memories.

Sunshine Mountain Lodge has a variety of amenities and services to ensure your stay on-mountain is a remarkable one. These amenities and services include:





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- One of Canada's largest outdoor hot pools
- Sauna (cedar-lined dry sauna, co-ed)
- Wireless internet (charges apply)
- Games room with pool table, jukebox, Xbox and Wii
- Family room with sofas, big screen TV, wood-burning fireplace and board games
- Complimentary equipment locker conveniently located in the basement of the new West Wing. Each locker has space for equipment including boots, helmets and outerwear. A boot drying room is located across the hall.
- Spa services. After a day on the slopes, indulge in professional spa treatments including hot stone massage, aromatherapy massage, deep tissue massage, relaxation massage, manicure treatments and pedicure treatments.

In addition to the array of amenities and services, Sunshine Mountain Lodge is happy to offer complimentary activities for overnight guests. These activities include snowshoe tours of the village, tobogganing, trivia nights, interpretive talks, bonfires and star-gazing, board game tournaments, movie nights, morning stretches and trips into town.

Sunshine Mountain Lodge is a must visit in Canada's Protected Playground, Banff National Park.

CONTACT

Call Toll Free : 1-800-661-1431

Call Local : 403-760-5457

E-Mail : info@skibig3.com



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BACKGROUND: EAT, DRINK AND BE MERRY

A selection of where to be and when to be there

Mt. Norquay

Cascade Lodge (base area, lunch & après) - Relax and enjoy the comfort and warmth of the award winning Cascade Lodge. This 24,000 square foot timber frame lodge features a deli and cafeteria on the main floor with magnificent views of the slopes. After a day on the slopes, be sure to stop by the upper level to enjoy the full service pub and sun-drenched decks.

The Lake Louise Ski Area

Ten Peaks Food Court (inside Lodge of the Ten Peaks, breakfast & lunch) – The Food Court offers it all, including burgers, fresh salads, sandwiches, beer and home baked muffins.

Northface Bistro (inside Whiskyjack Lodge, breakfast & lunch) – Lake Louise's newest outlet presents upscale dining in the Northface Bistro.

Slopeside Coffee Bar (inside Lodge of the Ten Peaks, beverages & snacks) – The newly refurbished cappuccino bar serves Starbucks Coffee, beer, cold beverages and fresh baked goods.

Powderkeg Lounge (inside Lodge of the Ten Peaks, lunch & après) The Powderkeg offers stone baked pizzas, a large selection of Canadian and Belgian Beer and hot specialty beverages.

Sawyer's Nook (on the backside, inside Temple Lodge, lunch) – Sawyer's Nook is the perfect place for upscale dining, or to host a plated lunch function.

Kokanee Kabin (adjacent to Glacier Chair, lunch & après in Spring) – Live music and BBQ's at Kokanee Kabin creates a fun après atmosphere.

Sunshine Village

Java Lift (inside Sunshine Mountain Lodge, snacks & beverages) – Java Lift offers soups, fresh pastries and Starbucks coffee.

Creekside Bar & Cafe (base area, breakfast, lunch & après) – Creekside's newly refurbished Grab 'n' Go counter offers Starbucks coffee and fresh-baked goods, while the many lunch and après options include handcrafted pizzas made in Creekside's own wood fired artisan oven.

Alpine Grill (second floor of the Day Lodge, breakfast & lunch) – Alpine Grill offers hot breakfasts, family-style lunches, hot water, microwaves and picnic areas, all overlooking the slopes.

Chimney Corner Lounge (inside Sunshine Mountain Lodge, breakfast, lunch, après & dinner) – Chimney Corner offers full service dining featuring fireplaces and an outdoor terrace. Large screen TV's carry live sports.

Mad Trapper's Saloon (in the Village area, lunch & après) – A favourite with regulars and locals alike, this cozy south-western Saloon offers great pub food and barbecue classics in a fun, casual environment. The Saloon is named after 93 year old Trapper Jerry, who is still skiing Sunshine's slopes.

Eagle's Nest Dining Room (inside Sunshine Mountain Lodge, dinner) – The Eagle's Nest offers Nouveau Continental cuisine paired with fine wines, overlooking the resort's amazing ski runs.



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BACKGROUND: BANFF-LAKE LOUISE ON A BUDGET

Skiers and snowboarders are in luck when in Banff-Lake Louise. Winter here is actually *low* season, meaning great hotel deals and activity rates can be found.

Here are our top tips for Banff-Lake Louise on a budget:

- **Book early.**
We know this can be daunting right now, but by booking early you can save money on all aspects of your vacation package.
- **Find a deal.**
We offer many great deals throughout the season, ranging from free night's accommodation and free lift tickets to meal vouchers and Snow School discounts. Check www.SkiBig3.com/packages, or ask your local tour operator for which deals are available right now.
- **Get a package.**
Lift tickets, accommodation, transfers, rentals and snow school are all discounted when packaged together. Not only will this save you money, but time and energy too.

A January 2010 study by Fall Line Skiing magazine (UK), compared costs of equivalent ski vacations booked through a tour operator and booked independently. The tour operator booking saved them £63.39 and, the editor commented, saved the "sweat and inconvenience of doing it yourself."

- **Save on transportation.**
Don't waste money on a gas-guzzling vehicle. Instead take advantage of the direct-to-door convenience of airport shuttles. Once you're here, transportation between Banff-Lake Louise and the ski resorts is included with our tri-area lift ticket.
- **Take a packed lunch.**
In addition to the wide range of dining options available on-mountain, all three resorts have microwaves, hot water and picnic areas available for those who prefer to bring a packed lunch.
- **Book consecutive Club Ski programs.**
If you plan to take a second Club Ski program, whether it's because you enjoyed the first so much or you still need a few tips, be sure to book with your instructor for great discounts.
- **Talk to locals.**
We're a friendly community and are always happy to help visitors make the most of their vacation. Visit the Banff Ski Hub, at 119 Banff Avenue, for local advice from our staff.

BACKGROUND: FAMILY – WE SKI TOGETHER

Children of all ages are welcome in Banff-Lake Louise! Our Club Junior ski school program offers a fun learning experience for children ages six to 12.

For younger children there are many combinations of play and snow school to meet the needs and wants of your family, at all three resorts. Daycare and a variety of indoor and outdoor activities are offered, with a balanced lunch and snacks included.

All our children's programs are licenced with the Children & Youth Services of Alberta and, just as importantly, are great fun!

And when the kids are skiing with you, there's a host of great options. Beginner, intermediate and expert runs from every chair enable families at The Lake Louise Ski Area to ski together. Mt. Norquay and Sunshine Village both have a mix of terrain to suit everyone's comfort level. Ski Banff-Lake Louise-Sunshine recently won the **Neilson Marque of Excellence** for its family-friendly ski school for the fifth year, and it's no surprise why.



Mt. Norquay is praised for its family friendly layout. Parents can relax in the lodge and watch their children cruise down the slopes. Lessons are available at Mt. Norquay in combination with the daycare program, available for children ages 19 months to six years.

The Kinderski program at The Lake Louise Ski Area helps three and four year olds learn to use skis and balance on the hill. The Minute Maid Wilderness Adventure Park, a special 'kids only' area, lets youngsters of all ages build confidence and skills in a safe, supervised and fun park. Daycare is offered for children ages 18 days to six years.

The Lake Louise Ski Area also offers a ski and snowboard teen program. Designed to teach youth aged 13 to 17, teens learn how to master steep off piste terrain, basic airs, choosing a line, identifying hazards and basic park riding.

The Tiny Tigers Ski & Play program at Sunshine Village offers one hour of skiing in the morning and again in the afternoon. Groups are a maximum size of three, ensuring full attention. Daycare is offered for children ages 19 months to six years.

Teens will enjoy Sunshine Mountain Rider workshop. This program is designed specifically for youth of all levels looking to improve their skills and technique.

After a day together on the slopes, families staying at Sunshine Mountain Lodge have plenty of options to keep the clan happy. Some family-friendly amenities include a large outdoor hot tub and sauna, and a games room with a pool table. The family rooms at the lodge offer giant sofas, big screen TVs, wood burning fireplaces, and video and board games to ensure the family bonding lasts well into the après ski.

Spending time together with family just got better.

BACKGROUND: WHAT'S NOT NEW

***“There is a feeling of having caught Nature
unaware at her work of creation”
Mountaineer A.P. Coleman, 1884***

Uniquely preserved and protected as a UNESCO (United Nations Educational, Scientific and Cultural Organisation) World Heritage Site, Banff National Park retains virtually the same vista which greeted Coleman in 1884.

The slopes have improved and grown, and the facilities continually modernize. But more important than the upgrades is what *hasn't* changed – and won't. The protected beauty of the Canadian Rockies is the same as it was 100 years ago, when skiing started here, and will continue to be for the next 100 years and beyond.

This season we're celebrating the 125th anniversary of Canada's first and the world's third National Park. After the Park's establishment on November 25, 1885, just one year after Coleman's first visit, it was further recognised in 1995 when it was named a UNESCO World Heritage Site.

This title has a very practical meaning for those of us lucky enough to live here, and the guests we welcome every year. From gritting our roads with sand instead of salt to protect our wildlife's eco-system, to building nothing taller than three stories high to protect the views, we care about maintaining Nature's creation.

To celebrate the anniversary and promote greater awareness of the Park's importance to global, ecological and cultural heritage, many special activities, programs and events will take place. Skiers and snowboarders across the world are invited to celebrate and enjoy this protected landscape with us.

To build a strong, dynamic, fun and convenient ski and snowboard experience within the Park is a challenge, but it's one which we've embraced and are thankful for. And it's what makes a winter vacation here unlike anywhere else in the world.

It's what makes this Canada's Protected Playground.



BACKGROUND: THE HISTORY OF BANFF NATIONAL PARK



Boasting one of the longest ski seasons in North America, Banff National Park is known for the amazing skiing and snowboarding it offers to travelers from across the world.

Banff got its start in the fall of 1883 after three railway workers unwittingly stumbled across the area's natural hot springs. On November 25, 1885 an Order of Council was passed reserving the hot springs and over 26 square kilometers (10 square miles) on the north slopes of Sulphur Mountain for the Government of Canada.

This effort officially welcomed Canada's first National Park. One year later, the township of Banff began its official development. In 1902, the park boundaries were expanded to include Lake Louise and, following some adjustments, stabilized in 1903 as Banff National Park, encompassing 6,641 square kilometers (2,564 square miles).

Winter tourism in Banff began in February 1917 with the first Banff Winter Carnival. Carnival events included cross-country skiing, ski jumping, curling and snowshoeing. Mt. Norquay was the area's first ski resort to be developed. The established area broke ground in 1926, followed by the construction of the ski lodge in 1928. Rope tows followed in 1942 and history was soon made when the mountain installed its first chair lift in 1948.

That same year Sunshine Village received its first tow rope, whisking locals to areas reached only by snowcat transport since the mid 1930's. Lifts were soon added to Sunshine Village's slopes and in 1956 the Sunshine Inn (now known as Sunshine Mountain Lodge) opened, providing Banff's only ski-in, ski-out accommodation.

It was the construction of the Trans-Canada Highway in the 1950's which prompted further development of the Lake Louise area – now with 4,200 acres of skiable terrain spread over four mountain faces. In 1952 the area, noted for its ski mountaineering since the 1930's, opened its first lift.

Ski Banff-Lake Louise-Sunshine, a joint venture of the three resorts, was established in 1978, securing the area's place in history as home to the world's finest ski resorts. With the continued evolution of the area, improvement to conditions and access, and commitment to tangible environmental stewardship practices Banff National Park is the ultimate heritage destination.

CONTACT DETAILS



**Ski Banff-Lake Louise-Sunshine, Public Relations
Liz Robins**

Office: 1-403-760-7742

Cell: 1-403-763-8544

Liz@SkiBig3.com

www.SkiBig3.com

Suite 207, 215 Banff Avenue

Box 1085, Banff, Alberta

T1L 1H9, Canada



[@SkiBig3com](https://twitter.com/SkiBig3com)



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