

What's New in Banff-Lake Louise for 2010-11

BANFF-LAKE LOUISE, Alberta, Canada –

There are many exciting developments for 2010-11 at Mt. Norquay, The Lake Louise Ski Area and Sunshine Village, and in the communities of Banff and Lake Louise.

As we implement them all, we aim to reduce our carbon footprint, increase comfort and convenience, and preserve what Mother Nature has blessed us with.

As you read this, remember, 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.



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 Boardercross & Skiercross 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

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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 children and seniors a full season pass for just \$85 (seniors age 65+ available for purchase all season, children age 6-12 available for purchase until June 4).

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.

We welcome our 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.

Our 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 will also be available for winter 10-11, making this the perfect place for après ski!

West Louise Lodge receives a facelift

A new look is reviving West Louise Lodge for 2010-11. Fresh paint to the outside, new floors in the main lodge and upgrades to the bar and exercise room are included in the facelift. Plus, there'll be upgrades to the rooms and improvements to the menu. West Louise Lodge, located 15 minutes from Lake Louise at the summit of the famous Kicking Horse Pass, overlooks the beautiful Wapta Lake. Features include a licensed restaurant, lounge, gift shop and exercise room.

New look for three Banff hotels

Large groups of families and friends traveling together can now enjoy the same hotel suite which comfortably accommodates up to ten people at the Douglas Fir Resort & Chalets. The family-friendly resort has just completed construction of several three bedroom, four bathroom large Family Suites. At the Banff Aspen Lodge every guest room has been renovated for this winter, with all work in keeping with the Lodge being named one of Travelocity's *Top 10 Green Hotels in Canada*. A \$10 million renovation at Hidden Ridge Resorts is now complete, including premier king suites with private balconies, a sunken hot tub and breathtaking mountain vistas in every direction.

With an exciting 2010-11 season ahead of us, we invite you to experience a winter vacation in Canada's Protected Playground, Banff National Park.

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For additional videos, information, interviews, story ideas or access to high resolution images please contact:

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Ski Banff–Lake Louise–Sunshine is Canada's largest ski destination, a joint venture of three of the world's finest ski resorts; Mt. Norquay, The Lake Louise Ski Area and Sunshine Village. Available on one tri-area lift ticket, our three resorts offer almost 8,000 acres of skiable terrain and one of the longest ski seasons in North America, from mid November to late May, all in the heart of a UNESCO World Heritage Site - Canada's Protected Playground, Banff National Park.