

## MEDIA RELEASE

November 10, 2011

For immediate release

RE: Snow Valley Ski Hill OPENS FRIDAY!

**SNOW VALLEY, EDMONTON** -- Shawn Symington, General Manager, announced today that Snow Valley is officially opening its doors, lifts and runs at **9:00 am Friday, November 11** to launch their 63<sup>rd</sup> season in the snow! The public will find all amenities open 9:00 am to 5 pm Friday, to start the 2011/12 season!

### SNOW VALLEY: Make Winter Fun!

SNOW VALLEY features

- A great selection of ski and snowboard runs, terrain parks (new beginner park!), a quad and triple chair, plus cross country trails (now with its own snowmaking system!);
- Lessons available from “Canada’s Ski School of the Year” as voted on by the Canadian Ski Instructors’ Alliance
- “Snow Rider Ski and Snowboard Shop” with a great selection of quality equipment to outfit you from head to toe;
- “The Shoppe” will keep your equipment in top condition and of course we can rent all equipment!
- The Snow Valley Shuttle (ETS Route #599) every Friday beginning November 18 from 4p to 9:30p and all day over the School Break (Dec. 23 – Jan 8) leaving from Century Park every 30 minutes
- And upstairs in “The Lodge”, is a full food and beverage operation with full banquet, catering and snack bar outlets.

**Facility Manager and snowmaker extraordinaire, Marlin Van Zandt, and his crew have had all 12 of the snow machines running and pumping out almost 9.5 million liters of water!** With that much snow, we are able to open with the quad chair, carpet lifts and have most of the runs open. Terrain Park and cross country trails in the near future. All staff are fully prepared and super excited to begin the season. For up to the minute details on our hill conditions and our hours please visit [www.snowvalley.ca](http://www.snowvalley.ca)!

Snow Valley is a not-for-profit organization, committed to promoting wellness through fun, friendly, safe year round family recreation and sport for the Edmonton community.

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