

MEDIA RELEASE

January 16, 2012

For immediate release

RE: SNOW VALLEY OPEN: HOT OR COLD!

SNOW VALLEY, EDMONTON – Despite the predicted low temperatures, Snow Valley is open! After enjoying a winter of mild temperatures, we head into a week of cold and it is business as usual. We highly recommend wearing appropriate active winter clothing including tuques and mitts. All runs will be open including the Terrain Park, though due to an anticipated lower than normal volume, only the quad chair and Discovery carpet will be running with Snowflake carpet being added in the evening. All lessons and programs will run. The Lodge with food service and Rental Shop will also be open for your convenience.

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
- The Snow Valley X-press runs weekends, leaving Servus Credit Union Place at 830a, stopping at Mayfield Inn & Suites at 900a and arriving at Snow Valley by 930a. Return trip leaves at 4p.
- And upstairs in “The Lodge”, is a full food and beverage operation with full banquet, catering and snack bar outlets.

For up to the minute details on our hill conditions and our hours please visit 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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