



INTRAWEST

Blue Mountain Resort

108 Jozo Weider Blvd.
Collingwood, Ontario
L9Y 3Z2

Media Contact: Kelly O'Neil
Public Relations Specialist
(705) 445-0231 ext: 6052
koneil@bluemountain.ca

Events Contact: Jonathan Reid
Marketing and Events Supervisor
(705) 445-0231 ext: 6240
jreid@bluemountain.ca

The Third Annual Frozen Rail Jam, December 16th, 2006

Prepare for another exciting season of mountain events at Blue Mountain Resort with the Frozen Rail Jam sponsored by Appleton Jamaica Rum, K2 Snowboarding and SBC Media. Held on December 16, 2006, this is Blue Mountain's Ski and Snowboard competition season opener. This competition has a live rock show feel, featuring a brilliant light show overhead, freshly painted rails with a daytime rail jam and nighttime rail jam final.

Spectators can start the day watching the rail jam with some of Canada's top skiers and snowboarders from 12:00 p.m.- 4:00 p.m. and can return for the evening pro rail slide finals from 7:00 p.m. until 9:30 p.m. Athletes may register Saturday from 8:00 a.m. to 10:00 a.m. at The Grand Central Lodge. After the competition, spectators and athletes can head down to Kaytoo Restaurant & Bar in the Village at Blue Mountain for the Frozen Rail Jam after party hosted by SBC Skier Magazine, Snowboarding Canada Magazine, Appleton Jamaica Rum and K2 Snowboarding. Also at Kaytoo Restaurant & Bar, catch the movie premier of In Case of Emergency and the Big Time Charlie band live.

The Frozen Rail Jam: over \$5000 cash and prizing, top professional skiers and snowboarders, freshly painted rails, entertainment - a day full of excitement to kick off Blue Mountain's winter events season. For more details on all winter events at Blue Mountain check out www.bluemountain.ca

* Please note: All riders must be pre-qualified for daytime event. Riders under 18 years of age will need a guardian to sign waiver, helmets are mandatory and no inverted maneuvers are permitted.

Blue Mountain, Ontario's largest four season playground, is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning across 100 acres, Blue Mountain is visited by over 1.5 million guests a year. Winter at the resort boasts 34 ski and snowboard trails enhanced by world class snowmaking system. Summer months offer the largest down-hill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal activities. Year-round the resort attracts visitors to over 700 luxury accommodation units and 30 unique concept restaurants, bars and retail spaces in our pedestrian village; and 37,000 square feet of state-of-the-art conference space. Blue Mountain is 50% owned by Intrawest ULC.