



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Tara Lovell  
Manager, Public Relations  
Blue Mountain Resort  
Tel: 705-445-0231 ext: 6052  
Email: [tlovell@bluemountain.ca](mailto:tlovell@bluemountain.ca)  
[www.bluemountain.ca](http://www.bluemountain.ca)

**Media Advisory: Blue Mountain Announces April 9 as Last Day of the 75<sup>th</sup> Season**

**BLUE MOUNTAINS, ON – April 5, 2017** –Blue Mountain Resort has announced Sunday, April 9, 2017 as the Resort's closing day of its 75<sup>th</sup> ski season. Blue will have 3 trails open for skiing and snowboarding along with a walk up freestyle park open this weekend, weather and conditions permitting.

Blue opened for the winter season on December 11, 2016 and as of April 9, Blue Mountain will have had 116 days on snow. Thanks to 307cm of cumulative snowfall this winter, the milestone season included great ski conditions along with anniversary celebrations and events. Of note was the Celebrate 75 winter festival in January which included a fundraiser that raised \$22,000 for the Blue Mountain Special Olympic team, and the Audi FIS World Cup Ski Cross which showcased Ontario skiing on the world stage.

"It is always bittersweet at the end of a ski season," says, Dan Skelton, President and COO at Blue Mountain. "It has been a very memorable winter at Blue but we are ready to switch gears and ramp up for the coming summer season."

A selection of Blue's spring and summer attractions will be open this weekend including the Climbing Wall, Woodlot Low Ropes Course and the Ridge Runner Mountain Coaster. Monterra, Blue Mountain's golf course, is scheduled to open by the end of April.

For the most up-to-date information on Mountain operations, live updates are made to Blue's Mountain Conditions Report at <https://www.bluemountain.ca/mountain/conditions-report>.

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**About Blue Mountain Resort**

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer the largest downhill mountain biking facility in Ontario, Monterra Golf course, Ridge Runner Mountain Coaster, Cascade Putting Course, Timber Challenge Ropes Course, Wind Rider Triple Zips and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to more than 1,000 luxury accommodation units and 45 unique concept restaurants, bars and retail stores in our pedestrian Village. 53,000 square feet of state-of-the-

art conference space caters year-round to corporate meeting groups. Blue Mountain is owned by Intrawest ULC. Visit [www.bluemountain.ca](http://www.bluemountain.ca) for more information.

**About Intrawest Resorts Holdings, Inc.**

Intrawest is a North American mountain resort and adventure company, delivering distinctive vacation and travel experiences to its customers for over three decades. The Company wholly owns six four-season mountain resorts with approximately 8,000 skiable acres and over 1,130 acres of land available for real estate development. Intrawest's mountain resorts are geographically diversified across most of North America's major ski regions, including the Eastern United States, the Rocky Mountains, and Canada. The Company also operates an adventure travel business, the cornerstone of which is Canadian Mountain Holidays, a leading heli-skiing adventure company in North America. Additionally, the Company operates a comprehensive real estate business through which it manages, markets and sells vacation club properties; manages condominium hotel properties; and sells and markets residential real estate. Intrawest Resorts Holdings, Inc. common stock is traded on the New York Stock Exchange (NYSE: SNOW). For more information, visit [www.intrawest.com](http://www.intrawest.com).