



Media Contact:
Tara Lovell
Manager, Public Relations
Blue Mountain Resort
Tel: 705-445-0231 ext: 6052
Email: tlovell@bluemountain.ca
www.bluemountain.ca

Media Advisory: Blue Mountain Announces Special Olympics as Charitable Partner for 75th Anniversary Season

BLUE MOUNTAINS, ON – September 7, 2016 – Members of the media are invited to a photo opportunity at the Blue Mountain Special Olympics Alpine Ski Team Annual Awards Banquet on Sunday, September 11, 2016.

| | |
|--------------|--|
| What | <p>Special Olympic athletes, volunteers, coaches and families celebrate the 2015-2016 season.</p> <ul style="list-style-type: none">- Award presentation to selected athletes including the Tom Torokvei Trophy, Rudy Heigelsberger Trophy and the Kather Weider-Canning Plaque.- Remarks from the Head Coach, Terry Sears and the Board of Directors- Announcement from Tara Lovell, Manager, PR Blue Mountain Resort of the 75th anniversary charitable partnership |
| When | Media are requested to arrive by 4:00pm. |
| & | Dinner and presentations will follow. |
| Where | The Georgian Bay Hotel & Conference Centre at 10 Vacation Inn Drive, Collingwood |
| Who | <p>Terry Sears, Head Coach Blue Mountain Special Olympics</p> <p>Tara Lovell, Manager, PR Blue Mountain Resort</p> <p>Photo opportunities will be available throughout the event with interview opportunities prior to and immediately following the dinner.</p> |

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 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.