



**FOR IMMEDIATE RELEASE**

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**Winter is here and Blue Mountain is Celebrating**

On January 23<sup>rd</sup> Blue Mountain Resort Launces its First Celebrate Winter Festival

**BLUE MOUNTAINS, ON – January 12, 2016** — Blue Mountain is known for hosting festivals and events during the summer months but on Saturday, January 23<sup>rd</sup>, the Resort will host its first winter festival: Celebrate Winter. This new festival is designed to celebrate all things snow including the fun of the Village with the sport of the Mountain.

“Winter is here!” says Tara Lovell, PR Manager at Blue Mountain Resort. “We were all anxiously awaiting the season and Blue Mountain is ready to celebrate everything that winter has to offer.”

Blue had its latest opening day on record on December 30<sup>th</sup> but thanks to proactive on-hill preparations and the Resort’s advanced snowmaking technology, the hill is now open end-to-end with nearly all of Blue Mountain’s 42 ski runs open for skiing and riding.

“The Village is looking its best with a fresh blanket of snow, especially at night with the lights on the slopes and on the trees,” notes Patti Kendall, Director of Marketing & Events for the Blue Mountain Village Association. “While we normally run events in the warmer months the pedestrian design of our Village, fire pits and outdoor stage are fun and safe for families.”

Celebrate Winter will kick off at 9:00 a.m. where locals and guests alike can spend a full 12 hours outside enjoying all that the season has to offer including skiing, snowboarding, tubing, snowshoeing and even a winter scavenger hunt through the Village. Afternoon fun includes a tour through the Village on the MJ Byrne’s Horse & Wagon rides, maple taffy on snow, ice wine, local apple and cider sampling, interactive groove dancing and ice and wood carving. Once the sun sets, look forward to a Fire & Snow party featuring Glow Groove Dancing, a torch light parade down a ski run, fire dancing and fireworks.

“The wait is over and we are inviting everyone to join us in celebrating the snow,” says Lovell. “Bundle up, embrace the season, and get outside this winter.”

The complete list of winter activities taking place during Celebrate Winter can be found online at [www.bluemountain.ca](http://www.bluemountain.ca) or [www.bluemountainvillage.ca](http://www.bluemountainvillage.ca). Guests should also be reminded to call 1-877-445-0231 for snow and attraction updates.

**Schedule of Events:**

<b>10am &amp; 2pm</b>	Columbia Guided Snowshoe	Columbia
<b>10am - 12pm</b>	Snow sculpture carving	Mill Pond
<b>10am -4pm</b>	Winter Scavenger Hunt	Village
<b>10am - 10pm</b>	Mountain Scavenger Hunt	Blue Mountain
<b>10am - 4pm</b>	Red Prince Apple Cider Tasting	Village
<b>10am - 4pm</b>	Horse and Wagon Rides	Village

<b>2pm - 4pm</b>	Wood Sculpture Carving	Village
<b>10am - 4pm</b>	Ice Sculpture Carving	Village
<b>3pm</b>	Groove Dancing	Village
<b>6pm-8pm</b>	The North Face DJ Skating Party	Mill Pond

#### **Evening FIRE AND ICE SHOW**

<b>8:30pm</b>	Glow in the Dark Groove Dancing	Silver Bullet Plaza
<b>9:30pm</b>	Fire Dancing	Silver Bullet Plaza
<b>10:15pm</b>	Torch Light Parade	Smart Alec
<b>10:30pm</b>	Fireworks	Smart Alec

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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).

#### **About Blue Mountain Village**

The Blue Mountain Village is located between Collingwood and Thornbury in the Town of The Blue Mountains, at the foot of the Niagara Escarpment along the shores of Georgian Bay. Pedestrian streets framed with turn of the century Ontario architecture are full of life and decoration. With a wide variety of family activities including the Mountain Roller Coaster, New high and low ropes courses, 18 hole putting course, climbing wall plus for shopping, dining and world class accommodations, the Village is an exciting four-season destination.

There's ALWAYS something to do at BLUE. For full event information and calendar, please visit [www.bluemountainvillage.ca](http://www.bluemountainvillage.ca).