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**FOR IMMEDIATE RELEASE**

**Blue Goes Green for Earth Day**

Blue Mountain Resort will be hosting an Earth Day movie screening in support of Environment Network's Active and Safe Routes to School Program

**BLUE MOUNTAINS, ON – April 17, 2017** — In celebration of Earth Day and in anticipation of another fantastic biking season, Blue Mountain will be hosting a film screening in support of the local Environment Network's *Active & Safe Routes to School* program. Blue Mountain is best known for its ski operation in the winter but has grown into a four-season destination that highlights natural features of the Escarpment to offer attractions to guests.

"Being the largest mountain village resort in Ontario comes with a heavy responsibility to plan and operate in cooperation with the environment," says Lindsay Ayers, Director of Planning and Environment at Blue Mountain. "We are inviting the community to join in our efforts to make sustainable choices and support a cause that encourages just that."

As the community puts away their skis and snowboards and gets ready biking season, Blue will be screening *Bikes vs. Cars*, a film that highlights the positive impact communities can have when they support alternative transportation. A fitting film to raise funds in support of the Environment Network's program which aims to curb driving habits and instead find greener ways of getting around.

"Getting outside and using human power vs. fossil fuels for transportation has so many positive outcomes. The obvious reductions in emissions from the burning of fossil fuels, physical and mental health benefits but also the not so obvious; such as reduced congestion on our roads, and improved community connections. It helps us all to get to know each other and feel less isolated after a long winter of grey days and hibernation." says Michele Rich, Executive Director at the Environment Network. "The Environment Network will use funds raised to continue the Active and Safe Routes to School programming, specifically the Walk to School Bus and in-school programs."

The film screening will take place on Earth Day, this Saturday April 22 in Weider Room at the Blue Mountain Inn. Tickets are \$10 each and 100% of the proceeds will be donated to the Environment Network.

**Event Details:**

**What:** Earth Day Film Screening: Bikes Vs. Cars

**When:** Earth Day – Saturday, April 22 at 7:00 pm

**Where:** Weider Room – Blue Mountain Inn

**Tickets are \$10.00 each in support of the Environment Network.**

The event includes free popcorn (BYOB – Bring Your Own Bowl), a cash bar (with valid photo I.D.), and draws for a selection of great door prizes!

Tickets are available for purchase at **The Environment Network** (10138 Highway 26, Collingwood) or **Columbia Sportswear** in the Blue Mountain Village.

More information can be found at: <https://www.bluemountain.ca/things-to-do/events>

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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).

For more information about Active and Safe Routes to School, visit [www.saferoutestoschool.ca](http://www.saferoutestoschool.ca).