



**FOR IMMEDIATE RELEASE**

**Media Contact:**

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

**Blue Mountain Resort is Ready for an Earlier Start to Ski Season**

**BLUE MOUNTAINS, ON – October 19, 2016** — Most have yet to cover their air conditioner units but the snowmaking plant at Blue Mountain Resort is buzzing with activity as the team gets to work testing all the on-hill systems for what the Resort is hoping will be a much earlier start to winter. Many long-range forecasts are calling for a cold and snowy winter this season which means ski destinations like Blue are starting preparations for winter.

“We’ve seen ski seasons start as early as November 25 and as late as last year’s season start,” notes Steve Speissman, Director of Slope and Grounds Operations at Blue. “The types of winters we have seem to cycle and we want to be as ready as possible to get ski runs open.”

Coming off of what was the Resort’s latest Opening Day on record, the team at Blue is encouraged by the promise of early snowfall this coming winter according to the Farmer’s Almanac and The Weather Network.

“The snow game in Ontario is unlike other destinations and although it has come a long way, a lot relies on being nimble to what Mother Nature has in store.” For Speissman’s team, this means running snowmaking systems even amidst unseasonably warm temperatures in October.

The familiar sound of snowmaking guns will be whizzing from Blue early Saturday morning while staff test systems and check snowmaking lines. The Resort has yet to announce an opening day but will be ready as early as November \_\_\_\_ if winter temperatures are favourable.

-30-

**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).