



FOR IMMEDIATE RELEASE

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Ski Cellar Snowboard to operate Canada Olympic Park retail space

CALGARY, Alta. – WinSport is excited to announce that Ski Cellar Snowboard, one of Calgary’s most iconic ski and snowboard retailers, will operate the retail space at WinSport’s Frank King Day Lodge this winter.

The Canada Olympic Park location, which will be Ski Cellar Snowboard’s fourth city location, will carry a large selection of jackets, pants, gloves and mitts, headwear (toques, beanies, etc.), underwear and base layers, socks, helmets, goggles, poles, junior used equipment, skis/boots and snowboards/boots. It will feature brand names such as Orage, Burton, Dakine, 686, Oakley, Smith, POC and Airhole.

“Ski Cellar Snowboard and WinSport have enjoyed a fantastic relationship going back nearly 20 years,” says Ski Cellar Snowboard General Manager/Co-owner Dan Russell. “Together we have been able to introduce beginners to the exciting sport of skiing and snowboarding while also serving the needs of the experienced enthusiast and the racing community. Building on this strong foundation with WinSport, we are excited to bring our extensive retail knowledge and experience to this iconic location with the opening of our fourth retail store at Canada Olympic Park.”

Ski Cellar Snowboard’s other retail locations are in Bowness, on Macleod Trail and 17th Ave SW. The WinSport location will also offer Sled Dogs Snowskates for sale or rent as Ski Cellar Snowboard has secured the western Canadian rights for the product.

“Ski Cellar Snowboard is a perfect fit to be operating WinSport’s retail space. They are easily one of the most respected retailers in the city and in the ski and snowboard industry,” says WinSport’s Chief Operating Officer John Sutherland. “In addition to their expertise and product knowledge, we share the same philosophy of helping people of all ages enjoy skiing and snowboarding, regardless of ability.”

The COP location will open 30 minutes prior to the hill opening and will follow the hill closing hours. COVID-19 restrictions will be in place, including mandatory face coverings and limiting the number of guests allowed in the store at one time.

The ski and snowboard hill, along with the retail store, opens to the public on Nov. 27, 2020.

About WinSport

WinSport inspires human potential through the spirit of sport. The Calgary Olympic Development Association, operating as WinSport, is a community-based, not-for-profit organization that owns and operates Canada Olympic Park and the Bill Warren Training Centre in Canmore. WinSport also administers legacy funds that support the Olympic Oval. WinSport's mission has three pillars: to help people discover the joy and health benefits of sport; to encourage talented athletes to develop their skills; and to enable Canada's high-performance athletes to excel on the world stage. Financial commitments from Canadian governments and business have allowed WinSport to expand its sport and community offering over time; significant investment will be required in the coming years to renew the legacy facilities that have welcomed the world to the Calgary region for more than a generation.

About Ski Cellar Snowboard

Ski Cellar Snowboard is a specialty ski and snowboard retailer that has been serving the Calgary community for over 74 years. We have a long-standing reputation for providing premium ski and snowboard equipment, apparel and accessories through our three Calgary retail locations and we are pleased to be adding a fourth location at Canada Olympic Park. While families represent a large portion of our customer base, we cater to people of all ages who are outdoor enthusiasts and enjoy skiing and snowboarding activities.

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