



## **FOR IMMEDIATE RELEASE**

Tuesday, Dec. 22, 2015

### **WinSport, Sunshine Village and Marmot Basin team up for savings card**

Calgary, Alta. – WinSport, Sunshine Village and Marmot Basin are excited to join forces this ski and snowboard season for the creation of the Sunshine Marmot + WinSport Card.

The new savings card provides the opportunity for skiers and boarders of all levels to take advantage of the terrain within the city limits and the mountain parks. For the low price of \$99, the card offers three free days of skiing or riding at Banff's Sunshine Village or Jasper's Marmot Basin, along with a bonus free day at WinSport. The first, fourth and seventh visits are free and can be redeemed at either Sunshine or Marmot. The cards are on sale only until Dec. 31<sup>st</sup>.

"The first of its kind partnership in the region truly links Calgary and the Bow Valley. This is a tremendous opportunity to create more snow lovers and to link the hill where Calgary comes to learn with two of the region's premier mountain ski resorts," said WinSport President and CEO Barry M. Heck. "This new relationship helps recognize that our hill has terrain that is suitable for all levels, from beginners to Level 4 skiers and snowboarders. This new card provides value to cardholders by allowing them to get more skiing in during the week to complement their weekend visits to the mountain parks."

In addition to the free days, cardholders receive \$25 off regular priced adult, youth and senior full-day lift ticket rates in May, and midweek days (Monday through Friday) all season long at Sunshine Village and Marmot Basin, with a \$15 discount on weekends and blackout dates. Cardholders also receive up to 50% off at WinSport on subsequent visits following their free day.

The Sunshine Marmot + WinSport Card are available at all three resorts, or online at [skibanff.com](http://skibanff.com), or via the link at [winsport.ca](http://winsport.ca).

"We are proud to be a part of this strategic partnership with WinSport and Marmot Basin," said Jason Tamagi, Sunshine Village's Director of Sales and Marketing. And we look forward to welcoming new skiers and riders to the sport – from the city to the Rockies."

– 30 –

#### **About WinSport**

*The Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit [www.winsport.ca](http://www.winsport.ca)*

**About Sunshine**

*Sunshine Village, close to the town of Banff, provides skiers and boarders with 12-lifts including eight modern high-speed quad chairs, the most in the Canadian Rockies, and is home to Canada's first heated chairlift, Teepee Town LX. Stay slope-side at Banff's only ski-in ski-out hotel and experience 3,300 acres of terrain over three mountains in the provinces of Alberta and British Columbia along the Continental Divide. Sunshine Village has Canada's longest ski season, open from November to late May. For more information visit [www.skibanff.com](http://www.skibanff.com).*

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