



FOR IMMEDIATE RELEASE

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WinSport launches first ever spring ski pass

CALGARY, Alta. – WinSport is acting on Balzac Billie’s prediction that Calgary will see several more weeks of snow by launching its first ever spring ski pass.

Beginning February 21 at 10 a.m., the first 150 snow seekers can purchase a pass for only \$59.99, which is our way of recognizing Canada’s 150th birthday. The remaining limited quantities will be priced at \$99.99.

“We’ve been hearing from our valued guests who have been telling us they would like an affordable spring pass so they can take advantage of the snow at a time when their kids’ hockey and skating programs are wrapping up for the year,” explains John Francis, Director, Marketing, Communications & Sponsorships. “So we’re answering the call by offering our first ever spring pass so Calgarians can enjoy our hill for the rest of this extended winter.”

At the \$59.99 price, it takes 1.5 visits on a four-hour lift ticket to pay back the pass value. While at the \$99.99 price, visiting 2.5 times on four-hour lift tickets pays back the pass value.

Spring pass-holders receive the same perks as winter season pass-holders, which includes discounts on WinSport’s Snow School, partner resorts, WinSport’s retail store and also includes exclusive food and beverage offers.

The sale starts at 10 a.m. on Tuesday, February 21 and is only available until February 24. Passes can be purchased online at winsport.ca.

Visit www.winsport.ca for more information.

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About WinSport

WinSport 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.

For more information, please contact:

Leighton Klassen
Specialist, Communications
WinSport
T: 403-202-6599
C: 403-969-1983
E-mail: leighton.klassen@winsport.ca