



FOR IMMEDIATE RELEASE

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WinSport set to open Acura Tube Park on Dec. 17

CALGARY, Alta. – WinSport is excited to announce the opening of the Acura Tube Park for the 2016-2017 winter season, with a tentative opening date of Dec. 17.

The Acura Tube Park provides an opportunity for WinSport to welcome the Calgary community to snow. The largest tube park in Western Canada will have 10 lanes with varied speeds, with its own dedicated magic carpet. The park includes single rider and group riding lanes.

The tube park gives WinSport an additional opportunity to attract Calgarians and Albertans alike to WinSport and introduce them to snow sports. After they discover how much fun they can have on snow, they may progress to skiing and snowboarding.

“Our primary mission is to give Canadians the opportunity to Discover, Develop and Excel in sport,” says WinSport Chief Operating Officer John Sutherland. “However, maintaining a facility like ours is costly and we need to balance our programming with businesses that allow us to welcome families and generate revenue to operate and maintain our facilities. The tube park allows us to use our expertise in snow making and build an activity that requires no equipment or skill. We see it as a gateway to snow where we can then progress participants to skiing and snowboarding if they haven’t been introduced to them already.”

The Acura Dealer Association of Calgary has joined WinSport as the title sponsor for the park, along with becoming the exclusive automobile partner of WinSport.

“The Acura Dealer Association of Calgary has always believed in being engaged in the communities where we sell and service our automobiles,” says Sonia Bell, Dealer Operations Manager, Acura Canada. “The tube park is a great way for us to reinforce a community presence. WinSport has actively engaged Calgarians to take part in snow sports since they were a community ski hill in the 1960s. They continue to have a presence in this area instructing more than 30,000 people annually in skiing and snowboarding. The Acura Tube Park will welcome new generations to snow sports. We hope by working together we can inspire participants to get out in the winter and continue to explore the amazing backyard in Calgary and the surrounding Rockies.”

The Acura Tube Park, which will be located on the east side of WinSport’s main hill, is tentatively scheduled to be operational from Dec. 17 until the end of March (weather permitting). This location allows tubers to take advantage of the amenities located in the Frank King Day Lodge. Tickets will be sold in two-, three- and four-hour increments. A WinSport Annual Family Membership provides free access on Mondays and Tuesdays.

The Acura Tube Park will be open from 10 a.m. to 5 p.m. on weekends until March. Weekday hours from Dec. 19-23 will be from 10 a.m. to 9 p.m. and 10 a.m. to 5 p.m. on weekdays in December. General weekday hours in 2017 are 5 p.m. to 9 p.m. WinSport also provides opportunities for team building activities.

Visit www.winsport.ca for more information.

***Media note:** WinSport will be hosting a sneak-peak media event on Dec. 15 from 3 p.m. to 5 p.m. More details will be released early next week.

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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.

About The Acura Dealer Association of Calgary

The Dealer Association of Calgary is comprised of Northwest Acura and Silverhill Acura. Acura is the luxury-performance division of Honda Canada Inc. and is a leading automotive luxury nameplate that delivers Precision Crafted Performance, an original approach to technology and design that creates a new driving experience. The Acura lineup features six distinctive models – the RLX luxury flagship sedan, the TLX performance luxury sedan, the ILX sport sedan, the 5-passenger RDX luxury crossover SUV, and the Acura MDX seven-passenger luxury SUV. Acura launched its next-generation, electrified NSX supercar as a new and pinnacle expression of Acura Precision Crafted Performance. Acura entered the Canadian market in 1987 and has grown to include 51 locations in its dealer network across the country.

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