



FOR IMMEDIATE RELEASE

Thursday, Jan. 15, 2015

WinSport joins International Ski Federation in celebrating World Snow Day

CALGARY, Alta. – WinSport is proud to join the FIS (International Ski Federation) in celebrating the fourth annual World Snow Day on Sunday, Jan. 18, 2015, with children and families encouraged to explore, enjoy and experience the day on snow.

Calgarians are invited to WinSport Canada Olympic Park to #antihiberate, joining hundreds of thousands of participants throughout the world, to celebrate and enjoy the snow in the city with the most sunshine-filled winter days in Canada!

There is no better place to celebrate snow than the Winter Sport Institute's World Snow Day, which will run on Sunday from 9 a.m. to 5 p.m., with individual lift tickets legacy priced at just \$19.88 (plus GST). At WinSport, winter is our defining season. It is the season that has shaped us since we were Paskapoo and drove us to global awareness in 1988.

In addition to outstanding ski and snowboard conditions, WinSport will have a fun race course set up designed to give children the feeling of being on the alpine World Cup tour, along with live radio on-site and the chance to watch some of Alberta's top freestyle athletes compete in moguls in the ATB Financial Tour Freestyle Ski event. It features competition in the under-14, U16, U18 and U20 age categories and competitors from WinSport's own Academy.

World Snow Day takes place across the globe, looking to top the 539,000 participants and 35 participating countries that took part in the 2014 event. It is held annually to increase youth participation in snow sports, to encourage and support involvement in snow sports, and to bring newcomers to snow, while offering extra value to those who already participate.

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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.winsportcanada.ca.

For more information, please contact:

Dale Oviatt
Director, Communications
WinSport
T: 403-247-5601
C: 403-461-9074
E-mail: doviatt@winsport.ca

Kristen Wynne
Communications & Sponsorship Specialist

WinSport

T: 403-247-5475

C: 403-333-2724

E-mail: kwynne@winsport.ca