



FOR IMMEDIATE RELEASE

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WinSport promotes Legacy Pricing for rest of season

CALGARY, Alta. – As part of WinSport’s continued commitment to get Calgary to anti-hibernate and get active this winter, WinSport is introducing new Legacy Pricing, which takes effect March 1. As a throwback to the legacy of the 1988 Winter Olympic events hosted at Canada Olympic Park, all lift ticket prices will be reduced to just \$19.88 until the end of the season.

“Thanks to WinSport, the legacy of the 1988 Calgary Winter Olympic Games is not only alive, but thriving,” said WinSport President and CEO Barry M. Heck. “WinSport is here to help introduce Calgarians to winter sports and then help develop them to a high performance level or sport for life orientation. This is part of our continued commitment to making winter sports available and accessible.”

Prior to this promotion, WinSport introduced Legacy Pricing on select weekday afternoons with much success. This offer will now be extended to all hours of operation, including weekends. WinSport currently has a lot of snow on its ski and snowboard hill and wants to encourage guests to take advantage of it until the end of the season, which typically runs until mid-April, weather dependent.

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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.

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