

## NEWS RELEASE

For Immediate Release  
2016-01  
January 13, 2016

Destination British Columbia  
Canada West Ski Areas Association

### **Skiing and Snowboarding becomes a BC Family Day tradition**

Vancouver – On Monday February 8, BC residents can ski and ride for half price at participating ski areas in celebration of BC Family Day. This offer is a partnership between 30 BC ski areas, Canada West Ski Areas Association (CWSAA) and Destination BC, to make family snow sports more accessible to all British Columbians.

Each year the program has grown and this year, a record 30 ski areas will offer BC residents 50% off day tickets (lift and trail passes) on Family Day. This discount will be based on the regular ticket window prices and covers downhill skiers and snowboarders at 23 ski areas, plus cross-country skiers at six Nordic ski areas. Many ski areas have extended their offers to other activities and services. This is the fourth year BC ski resorts have offered this special promotion for BC Family Day.

“Enjoying the snow in BC’s beautiful mountains is becoming a tradition for BC residents on Family Day,” says Cynthia Thomas, Marketing & Communications Manager at the Canada West Ski Areas Association. “Skiing is a great way to connect with family, friends and nature. If you’ve never tried skiing or if you’re thinking of getting back into it, the Family Day offers provide a great opportunity.”

BC residents account for 56% of skier visits in BC. Over the past three years, BC Family Day has been a significant economic driver for the BC ski and tourism industries.

“Destination BC is pleased to partner with CWSAA on the 4th annual BC Family Day ski promotion,” said Destination BC President and CEO Marsha Walden. “We’ve already had a strong start to the ski season and our province has a glittering array of world-class ski resorts to choose from. This promotion gives families another great reason to spend time together, to refresh and reconnect. We hope everyone will enjoy all that BC has to offer at this time of year: skiing, boarding, winter festivals, and so much more.”

For more information on participating BC ski areas and additional ski offers, visit [www.BCFamilySki.com](http://www.BCFamilySki.com) and <http://skiittobelieveit.com/SKI-OFFERS-CA>

#### **Participating Areas:**

- Apex Mountain Resort
- Big White Ski Resort
- Callaghan Country\*
- Dakota Ridge\*
- Fairmont Hot Springs Resort
- Golden Nordic Club\*
- Grouse Mountain
- Harper Mountain
- Panorama Mountain Village
- Phoenix Mountain
- RED Mountain Resort
- Revelstoke Mountain Resort
- Revelstoke Nordic Ski Club\*
- Salmo Ski Hill
- Sea to Sky Gondola\*\*
- Shames Mountain

- Hemlock Resort
- Hudson Bay Mountain
- Manning Park Resort
- Mount Cain
- Mount Washington Alpine Resort
- Mt Timothy Ski Area
- Murray Ridge Ski Area
- SilverStar Mountain Resort
- Sun Peaks Resort
- Troll Resort
- Whistler Blackcomb
- Whistler Lost Lake Park\*
- Whistler Olympic Park\*
- Whitewater Ski Resort

*\*Nordic ski areas (no lifts) \*\*Non-skiing lift company*

### **Background:**

On May 28, 2012 Premier Christy Clark announced that BC Family Day would take place on the second Monday in February. This holiday has provided significant benefits to the BC's ski industry, by avoiding an overlap with holidays in other Canadian provinces and the USA, on which major BC ski resorts were already operating near capacity. In addition, BC residents are able to experience more enjoyable BC Family Day ski holidays, with reduced crowds and lift lines.

**About CWSAA:** The Canada West Ski Areas Association (CWSAA) is a not-for-profit trade association that represents the Ski Areas of Western Canada. Its primary areas of focus are government relations, media relations, marketing, safety & risk management and industry conferences. CWSAA currently has 291 members, including 134 Ski Areas and 157 Suppliers to the Ski Industry. CWSAA Members account for over 92% of all Ski Areas and over 99% of Skier Visits in Western Canada. This outstanding level of member support allows CWSAA to provide a strong and unified voice for the Western Canadian Ski Industry. On an annual basis, CWSAA Members in Western Canada receive 9 million skier visits and generate revenues of approximately \$800 million.

**About Destination BC:** Destination BC is an industry-led Crown corporation that works collaboratively with tourism stakeholders across the province to coordinate marketing at the international, provincial, regional and local levels. For more information about Destination BC's programs and services, please visit: <http://www.DestinationBC.ca/>

For trip-planning inspiration, check [HelloBC.com](http://HelloBC.com) or follow us on [Facebook](#), [Twitter](#), [Pinterest](#), [Google+](#), [YouTube](#) and [Instagram](#)

Family Day ski images can be found here: <http://destbc.co/0lbFko>