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New Owners Take the Helm at Rabbit Hill Snow Resort, Pledging to Continue Tradition While Expanding Offerings.



Edmonton, Alberta - Rabbit Hill Snow Resort, an Edmonton-area winter sports gem since its founding in 1955, has transitioned to new ownership. Business partners Chuck and Lara Amerongen, alongside Derek and Anna Look, are taking the reins and are excited to build upon the enduring legacy of the Sutherland family.

“As we embark on this exciting journey with new ownership, Rabbit Hill Snow Resort remains dedicated to providing unforgettable experiences for all who visit. The future looks bright, and we can’t wait to share it with our loyal patrons and the next generation of adventurers!”

Chuck Amerongen has served as Rabbit Hill’s corporate accountant for eight years, gaining invaluable insights into the resort’s operations. Derek Look brings 28 years of industry experience and has been the resort’s General Manager since 2018. Together, they offer a strong business and leadership foundation that bodes well for Rabbit Hill’s future.

From its modest beginning, featuring just one rope tow powered by an old milk truck, Rabbit Hill has blossomed into a cherished destination. Today, the resort sports an impressive array of nine ski lifts and eleven runs spread across 40 acres. It hosts over 200,000 winter sports enthusiasts each year, offering a mix of runs for skiers and snowboarders of all levels.

The new ownership is committed to preserving the traditions that have made Rabbit Hill a family favourite. They are equally enthusiastic about future expansions. Plans are already in motion to transform Rabbit Hill into a year-round recreation facility. These include broadening summer offerings to provide more outdoor adventures for the Edmonton community.

The resort will continue its educational partnerships across multiple school districts and collaborations with five diverse non-profit ski and snowboard organizations. These relationships are key to introducing a new generation to the joys of winter sports and ensuring Rabbit Hill’s long-term success.

As this transition unfolds, patrons can expect continuity as the existing management team remains in place. The changeover promises to be smooth, and the new owners are keen to engage with the community to make Rabbit Hill an even more exciting destination for years to come.

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Background + History



Rabbit Hill Snow Resort is a beloved independently owned ski area nestled just southwest of Edmonton. The remarkable journey began in 1955 when Bob Sutherland, an avid skier with a visionary spirit, found inspiration for the resort concept while canoeing down the picturesque North Saskatchewan River. From those humble beginnings, Rabbit Hill Snow Resort has evolved into a cherished destination for generations of winter sports enthusiasts.

In its earliest days, the resort featured just one rope tow powered by an old milk truck, yet it served hundreds of eager guests each season. Today, Rabbit Hill boasts an impressive array of nine ski lifts and eleven runs spread over 40 skiable acres. With dedication and passion, the resort now welcomes over 200,000 guests annually, offering an unforgettable winter wonderland experience.



In the early 1980s, Bob Sutherland's son, Jim Sutherland, took the reins of the business alongside his partner, Bill Oak. Under their dedicated leadership, Rabbit Hill Snow Resort evolved into the popular family ski destination we know and love today. After decades of commitment, Jim Sutherland has decided to pass the torch to a new generation of stewards who are equally passionate about preserving and expanding this winter wonderland.

Jim Sutherland has entrusted the resort's future to business partners Chuck and Lara Amerongen and Derek and Anna Look. This dynamic quartet brings a wealth of experience and a shared vision for Rabbit Hill's future!

Rabbit Hill Snow Resort

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