

FOR IMMEDIATE RELEASE
Nov. 15th, 2011

Sunshine Village's opening completes Banff National Park's triple threat

BANFF-LAKE LOUISE, Alberta, Canada –



Sunshine Village is set to open this Thursday, November the 17th for the 2011-2012 season, a day earlier than they had initially expected.

After dumping 40 cm's of snow in 48 hours Sunshine Village made the decision to get people on the slopes a day early and anticipate running a total of 4 lifts including: Wawa, The Strawberry Express, Wolverine and Jackrabbit. With a current snow base of over 69 cm and more snow in the forecast skiers and borders can expect a snow

filled opening day with a lucky few getting up to the resort a day early as winners of a resort hosted contest.

This Thursday's opening will be the third and final resort opening in Banff National Park which also include The Lake Louise Ski Area and Mt. Norquay. Both resorts opened Nov. 5th, 2011 to eagerly awaiting skiers and borders, some in line as early as 6:30 am hoping to catch the first chair of the season.

With rumours circulating of another of La Nina winter, Mt. Norquay, The Lake Louise Ski Area and Sunshine Village hope for a season filled with their famous dry light Canadian Rockies powder.

-30-

For additional video formats, information, interviews, story ideas or access to high resolution images please contact:

Tessa MacKay
Public Relations
Email: Tessa@SkiBig3.com
Phone: 1-403-760-7746
www.SkiBig3.com

www.Twitter.com/SkiBig3com
www.YouTube.com/SkiBig3
www.facebook.com/SkiBig3

Ski Banff–Lake Louise–Sunshine is Canada's largest ski destination, a joint venture of three of the world's finest ski resorts; Mt. Norquay, The Lake Louise Ski Area and Sunshine Village. Available on one tri-area lift ticket, our three resorts offer almost 8,000 acres of skiable terrain and one of the longest ski seasons in North America, from mid November to late May, all in the heart of a UNESCO World Heritage Site - Canada's Protected Playground, Banff National Park.