

FOR IMMEDIATE RELEASE
November 17th, 2011

Lake Louise offers early season's highest vertical with the opening of more expert terrain

BANFF-LAKE LOUISE, Alberta, Canada –



Fantastic early season conditions at The Lake Louise Ski Area has allowed the resort to open up expert terrain and access to the highest early season vertical in North America. Thanks to consecutive days of snowfall and the hard work of the Mountain Operations and Avalanche Control teams the resort is off to a great start.

November 17th sees the opening of the Top of the World 6-Pack Express chairlift and the Summit Platter, giving skiers and borders access to 3,250 ft of vertical. Lake Louise's Grizzly Gondola is also scheduled to open the following day, Friday the 18th, giving guests access to over 25 runs. "The Lake Louise Ski Area is very happy to be able to offer this type of terrain so early in the season," says Dan Markham Director of Marketing & Sales at Ski Banff Lake Louise Sunshine. With World Cup right around the corner, these conditions could not come at a better time.

With the additional openings of Sunshine Village and Mt. Norquay, Banff National Park now offers more early season skiable terrain on one lift ticket anywhere in the Rockies.

More snow in the forecast for Canada's Protected Playground brings optimism for the season ahead as we look forward to playing host to fresh turns in our famous dry light Canadian Rockies' powder.

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

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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.