

FOR IMMEDIATE RELEASE
November 3rd, 2011

Banff-Lake Louise resorts opening this Saturday with the promise of another great La Nina season

BANFF-LAKE LOUISE, Alberta, Canada –



The Lake Louise Ski Area and Mt Norquay are once again some of the first resorts to open in North America, with both opening on Saturday November 5th. "We have all heard the La Nina rumours and are expecting another great snow filled season," says Dan Markham, Director of Marketing and Sales at Ski Banff Lake Louise Sunshine.

The Lake Louise Ski Area will kick off the season running the Glacier Express Quad and the Sunny T-Bar allowing guests to ski on: Wi waxy,

Bald Eagle, Easy Street and Sunny Side runs. "With some help from Mother Nature in terms of natural snow fall, as well as cooler temperatures, we've been able to work diligently making snow" says The Lake Louise Ski Area President Charlie Locke. Having good snow coverage is important for the resort as they host the first World Cup Downhill race of the season. The men's race is held on the November 26th weekend with the women racing the following weekend.

Mt. Norquay opens this Saturday November 5th as well allowing resort goers to ski on the Cascade run and warm up their legs for the season. The resort will run the Cascade Quad lift on weekends until December 2nd where they look to push into full operation.

Sunshine Village's Doug Firby says "With a 30-cm of snow pack, machines can start grooming runs soon. Nov. 10 is still looking possible." A November 10th opening date would have them open almost 10 days earlier than last season and helps to show promise of another great snow filled year.

Banff National Park and its three world class resorts look forward to a season filled with great skiing and riding in Canada's Protected Playground, one of the most unique areas to ski in the world.

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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.