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FOR IMMEDIATE RELEASE  
October 24, 2007

**CELEBRATE A FAMILY CHRISTMAS IN THE ROCKIES**  
**WinterStart offers a romantic family celebration**

**Banff-Lake Louise, Alberta, Canada** – As the first whites of winter appear in the mountain tops of the Alberta Rockies, preparation for the Annual Banff-Lake Louise WintSkierStart Festival ramps up with new and exciting activities for all ages.

The **2007 Santa Claus Parade of Lights** is scheduled for 7:00pm on Saturday, November 24<sup>th</sup>. Lights will twinkle under the Rocky Mountain sky as Banff's traditional Parade of Lights surprises and delights. Leading up to the parade, downtown Banff will celebrate **Christmas in the Rockies** with an afternoon of festive activities including holiday crafts and games, a visit with Santa, outdoor movies and Christmas caroling.

Banff's introductory **Gingerbread Decorating Demonstration and Competition** will take place under the heated festival tent, featuring professional gingerbread creations by a selection of Banff's top pastry artists. Families and kids of all ages are invited to participate in the amateur gingerbread decorating competition, with a special prize presentation just prior to the Parade, and the chance to ride with Santa in the parade!

Adults can seek out unique gifts or enjoy a specialty coffee at one of Banff's many shops and eateries, while the kids delight in holiday merriment under the festival tent. Escape for a family getaway before the bustle of the holiday strikes.

Return the following weekend (November 30 and December 1) to catch the exciting action of the **4<sup>th</sup> Annual CP Rail Jam**. This year's event will see riders and skiers compete in an open jam format for great prizes and a huge cash purse. Top athletes will entertain as live bands rock the streets of downtown Banff. Don't forget to catch exciting World Cup ski action as the Lake Louise Men's and Women's World Cup races on WinterStart weekends.

For a full event calendar, and WinterStart weekend packages, visit [www.skibig3.com/winterstart](http://www.skibig3.com/winterstart).

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In its 4<sup>th</sup> year, the Banff-Lake Louise WinterStart Festival is a partnership between Banff Special Events Corporation, Ski Banff-Lake Louise-Sunshine, Banff-Lake Louise Tourism, and the Town of Banff. Together with our primary sponsors including Canadian Pacific Railway and Molson the event has been established as one of the winter season's premier event attractions.

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**For information on sponsorships, volunteering or details on this event contact:**

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