



Banff Lake Louise Tourism
Contact: Annik LaRoche
Office: 403-762-0290
annik@banfflakelouise.com

For Immediate Release

Ski Resorts Set Opening Dates

Skiing in Banff National Park is Different, Unique and Special

Banff National Park, Alberta (October 31, 2007) – Get ready to ski as early as November 8, as Lake Louise Ski Resort, Sunshine Village and Ski Norquay ramp up the slopes for the 2007/08 ski season. With Sunshine Village set to open November 8, Lake Louise Ski Resort scheduled for November 9 and Ski Norquay for mid November, visitors will again be able to enjoy a ski experience in a truly rare landscape.

Famous for its breathtaking scenery and outstanding champagne powder, the ski resorts of Banff and Lake Louise are located within the limits of the national park, delivering the pristine experience conscious travellers are looking for. While other destinations continue to expand, Banff National Park is set to remain unspoiled. Through the internationally recognized designations of UNESCO World Heritage Site and Canadian National Park, Banff and Lake Louise are protected from over-development.

In support of our unique setting, the three local ski resorts have become important players in assuring healthy sustainability of their mountain terrain. Recent years have seen the ski resorts heavily invest in greener alternatives and decreasing their energy and water consumption. For example, Lake Louise Mountain Resort has dedicated important resources in upgrading its snowmaking system to improve energy efficiency and gone the extra step in protecting wildlife and plants during the construction of their Grizzly Express Gondola. Sunshine Village has also contributed in helping protect the natural environment by integrating stringent water conservation measures, for which the resort has won the prestigious Silver Eagle award in the last few years.

The towns of Banff and Lake Louise are also located within the Park, and offer mindful skiers and snowboarders a variety of ecologically sound options. From recyclable waste at events to local restaurants using organic ingredients, visitors can participate in reducing their ecological footprint while skiing and visiting the protected environment of the National Park.

About Banff Lake Louise Tourism

Banff Lake Louise Tourism is a destination marketing organization for the Town of Banff, Community of Lake Louise and Banff National Park. Supporting over 800 businesses, our mission is to engage visitors in unrivalled, remarkable experiences with our membership. General media inquiries, please contact Annik LaRoche, Manager Media Relations at 1.403.762.0290 or annik@banfflakelouise.com. www.banfflakelouise.com.