



Banff Lake Louise Tourism
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For Immediate Release

Snow Fall Opens Banff National Park for Pure Fun!

30 cm has fallen with More Predicted to Arrive

Banff National Park, Alberta (December 4, 2007) – The weather outside is delightful.....let it snow, let it snow, let it snow! This song created in 1945 by Sammy Cahn must have been on a visit to Banff National Park in Canada. The song intended to create reflections of warmth and security associated with the holiday season is just the atmosphere here in the National Park as the snow continues to fall heavily. Last night and predicted for tomorrow, Banff and Lake Louise town sites have received over 30 cm (12 inches) of the champagne powder and the weather experts say more is on its way.

When the snow flies in Banff National Park, the real fun begins. Cross-country skiers skim across the trails with a warm rosy glow in their cheeks, laughing children run back to the top of the tobogganing hill for another thrilling descent, and couples snuggle under the blankets on horse-drawn sleighs. “This is the kind of day that everyone looks forward too!” says Kurt Schroeder, Director of Market Development, Banff Lake Louise Tourism. “Grabbing the skis’, skins or skates are a typical day in the Rockies – some locals even hop on a dog sled for something a little different”.

For a breathtaking experience in Canada’s first national park why not blast through the forested trails pulled by Alaskan huskies, or strap on snowshoes and explore wildlife tracks like the original settlers of the area. Outside the park, helicopters can take you for a rare alpine experience; a “whirly” bird’s-eye view of the peaks. Snowmobile tours allow you to explore the forest on hundreds of trails and during the shuttle ride you’ll learn even more about the park from the on-board guide. Banff and Lake Louise are now open for your ultimate winter adventure.

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.