



FOR IMMEDIATE RELEASE  
February 18<sup>th</sup>, 2015

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### **Become a Mountaineer on Mt Norquay's NEW Via Ferrata Route**

**Banff, AB Canada** - The Via Ferrata (Italian for the iron road) is an assisted climbing experience along three breathtaking routes on the cliffs above the Norquay ski area. Led by a certified guide, participants will climb ladders, cross a 30-metre suspension bridge & experience views of Banff rarely seen before. Protected by a system of cables and fixed anchors the thrill is there, but so is the safety. No climbing experience necessary, if you can climb a ladder, you can climb the Via Ferrata.

#### **NEW for 2015 - Become a Mountaineer**

New this year is the "Mountaineer" route, which extends the Ridgewalker experience traversing the alpine ridge leading to the East Summit (2450m) of Mt. Norquay. Installed in May 2015, this Via Ferrata route includes an additional 3-wire suspension bridge over an impressive chasm and beautiful 360-degree views.

This full-day guided experience includes all Via Ferrata equipment & orientation, an alpinist lunch on the summit, snacks along the way and a special après in the Cliffhouse Bistro upon return.

Those with limited time or simply looking for a taste of Via Ferrata can scale the **Explorer** route. Guest will spend a few hours with a guide, get introduced to the equipment and head up a few pitches and cross the suspension bridge. To get a greater feel for heights and exposure, the **Ridgewalker** route offers participants a half day excursion climbing Memorial, Sunrise and Vista buttresses and of course traversing the suspension bridge.

"We're thrilled to be extending Mt Norquay's Via Ferrata experience in 2015 by introducing the new Mountaineer route. We're equally excited to be adding and additional activity to Banff National Park, providing local and international visitors alike the opportunity to take in a new view and summer experience at Mt. Norquay," says Mt. Norquay's general manager Andre Quenneville.

#### **Be the First on Mt Norquay's NEW Mountaineer Route**

Launching Friday 20<sup>th</sup> February, Mt Norquay will be giving 4 people an opportunity to be some of the first to summit the new Mountaineer Route, including a 2 night complimentary stay at a Banff Lodging Co hotel. All entrants will also be eligible to win 1 of 9 Ridgewalker tours drawn weekly from February 20<sup>th</sup>. Entrants can be made online at [www.banffviaferrata.com](http://www.banffviaferrata.com).



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For more information please contact:

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