



FOR IMMEDIATE RELEASE
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Mt Norquay Celebrates its 90th Season

Banff National Park, AB - Wax those boards, and tune those edges as Mt Norquay sets its opening date for this coming Thursday, 5th November. Skiers and riders looking to make first turns of the 2015/16 season can do so alongside two-time Olympian Ken Read as he attends the ski hills opening day in celebration of their 90th anniversary. With the Canadian Rockies oldest ski resort turning 90, Mt Norquay is celebrating with an updated trail map, new ski runs, Tube Town expansion, 90 cent lift tickets, and the launch of a celebratory 90th-anniversary craft brewed beer.

"Mt. Norquay is the birthplace of skiing in the Canadian Rockies", says Mt. Norquay GM, Andre Quenneville. "We are about to reach this significant milestone and are exceptionally proud to have been providing family fun to Albertan families for 90 years".

Boasting Banff National Parks newest ski run, Mt Norquay's extensive trail work during summer 2015 will provide skiers and riders with the Bow Valley's newest skiable terrain. The brand new blue run '**Wiegele's (50)** is accessible from Mystic Chair and named after *Mike and Bonnie Wiegele* - founders of the Banff Quickies and Banff Alpine Racers.

Continuing with the 90th-anniversary theme, Mt Norquay's offering Alberta residents 90 cent day lift tickets in place of its famous Toonie Days. 90 cent lift tickets will be available for purchase with an optional donation to a local charity of Mt Norquay's choosing. Donations collected from each of Mt Norquay's five 90 cent ski days will be divided between a variety of charities within the Bow Valley and Calgary area.

Offering Banff's only sightseeing lift for the 2015/16 winter season, Mt Norquay will continue to operate sightseeing throughout winter on North American Chair. Foot passengers can ride above the clouds to 7,000ft overlooking Banff and enjoy breathtaking views of the Bow Valley and surrounding mountains from the sightseeing lookout.

Partnering with *Banff Ave Brewing Co*, Mt Norquay will launch a celebratory craft beer for the 2015/16 winter season. Available on-mountain or downtown Banff at *Banff Ave Brewing Co*, the Norquay 90 Kölsch offers guests a little taste of Mt Norquay - Cheers to 90 years!

It is going to be a great winter at Mt. Norquay - discover all that Banff's closest resort has to offer.

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For more information please contact:

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