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EDITORIAL SERIES: Stories of the Unsung Heroes of Canadian Skiing

The Mackenzie Investments Canadian Ski Hall of Fame & Museum (CSHFM) is excited to announce an upcoming editorial series focussed on small and often remote ski areas across the country, considered to be the "heart and soul" of skiing in Canada.

In collaboration with the Canadian Ski Council, the 12-part series concept originated with a desire to show and examine how, when and why these community ski areas became such an enjoyable part of Canada's vibrant winter landscape.

Hundreds of community ski areas can be found across Canada in every province and territory, from Whitehorse, Yukon, to London, Ontario, and from Prince Edward Island to Vancouver Island.

"We're excited to launch this series and to tell these largely untold stories of small community operated ski areas and unsung heroes of skiing across Canada," said Erik Austin, CSHFM Chairman.

"Even the most dedicated 'die-hards' from the snowsports industry may not know about these ski areas. You may have heard the name but likely not the backstory. These stories all show that you don't need serious vertical to be successful as a ski area."

The process of researching and building out the rich stories involved direct collaboration with the ski areas profiled, with fact checking done at the source and including consultation with local museums, newspapers, regional tourism offices, previous ski area owners, employees, etc. We researched and examined who created these areas, why and when they came into being and how they're continuing to make snowsports accessible, affordable and fun for everyone.

Paul Pinchbeck, the CEO of the Canadian Ski Council, said, "a large percentage of ski areas across Canada operate as family, community or government-owned operations, whose purpose is to offer families accessible winter activities. We're very excited to tell these precious Canadian stories of the pioneers and visionaries who made it all happen."

The series will launch on November 1, 2023, with a feature story published and released every two weeks on various platforms, throughout the 2023-24 season, ending in April.

(continued)

<u>Note</u>: the stories at that landing page are password protected but will be released according to the schedule below). Sign up at link below to receive these stories as they're published. https://skimuseum.ca/newsletter/

RELEASE DATES:

https://skimuseum.ca/community-ski-areas/

Story 1 Falcon Ridge, Manitoba – Nov. 1, 2023
Story 2 Troll Mountain, B.C. – Nov. 15, 2023
Story 3 Valley Ski Club, Alberta – Nov. 29, 2023
Story 4 Mont Garceau, Quebec – Dec. 13, 2023
Story 5 Batawa, Ontario – Dec. 29, 2023
Story 6 Mark Arendz, PEI – Jan. 10, 2024
Story 7 Table Mountain, Sask. – Jan. 24, 2024
Story 8 Mont Adstock, Quebec – Feb. 7, 2024
Story 9 Boler, Ontario – Feb. 21, 2024
Story 10 Mt. Sima, Yukon – Mar. 6, 2024
Story 11 Tawatinaw, Alberta – May 20, 2024
Story 12 Cape Smokey, Nova Scotia – April 3, 2024

About the Canadian Ski Council

The goal of the Canadian Ski Council is to increase participation in recreational snowboarding, alpine and cross-country skiing in Canada. To that end, the Council has identified four main areas of emphasis for its activities: Marketing and Promotion, Research and Development, Communication and Cooperation, Advocacy.

About the Mackenzie Investments Canadian Ski Hall of Fame & Museum

The Mackenzie Investments Canadian Ski Hall of Fame and Museum (CSHFM) is a national non-profit organization that celebrates and enhances the awareness of Canada's skiing and snowboarding traditions and accomplishments by honouring the individuals who have reached the pinnacle of success and who have significantly contributed to the advancement of snowsports in Canada.

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