



## FOR IMMEDIATE RELEASE

### **Anniversary Lift Chair Live Auction to Support Special Olympics**

Blue Mountain live auction on January 21<sup>st</sup> will celebrate 75 years  
and the local Special Olympic Alpine Team

**BLUE MOUNTAINS, ON – January 10, 2017** — As a part of Blue Mountain's 75<sup>th</sup> anniversary event, *Celebrate 75*, the Resort will be holding a live auction on Saturday, January 21 to raise funds in support of the Special Olympics Alpine Team. Along with the weekend's family-friendly activities and entertainment, Blue Mountain has invited the community to take part in a live auction of 10 retired ski lift chairs each converted into stand-alone benches and featuring artwork created by local artists.

"The lift chairs themselves are a novel piece of Blue Mountain's history," notes Tara Lovell, Manager of Public Relations at Blue. "And the artwork on each chair is a one-of-a-kind tribute to winter in this area. Our hope is that community members are excited to bid on one and take it home while supporting a great cause"

Blue Mountain announced the Special Olympics Alpine team as their 75<sup>th</sup> anniversary charity of choice last year and the Resort will be donating all of the proceeds from the live auction directly to the Team.

"We have experienced tremendous support throughout our association with Blue," says Terry Sears, Head Coach of the Blue Mountain Special Olympic Alpine Team. "Blue has been supporting our Team, which currently has 32 Athletes and some 43 coaches and volunteers, for nineteen years. During our 9-week season Blue provides great service and amazing support. Each year we're proud to host an annual regional race competition at Blue as well. Needless to say, our team would have to be in constant fund raising mode if we didn't have the resources Blue provides."

The Resort is hoping to raise over \$5,000 for the team at the live auction on the 21<sup>st</sup> to help outfit the athletes, coaches and volunteers with new uniforms. "Previously only the athletes were provided with jackets while coaches and volunteers had to purchase jackets at cost price if they were able to," Sears says. "My goal as Head Coach is to outfit everyone on the team with a new uniform as we enter our 20th anniversary next season."

The lift chairs are currently on display throughout downtown Collingwood, Thornbury and in the Blue Mountain Village, all to be returned to the Village Plaza prior to the Celebrate 75 event next Saturday. The live auction will be held at 3:00 p.m. on the 21<sup>st</sup>. Pictures of the chair artwork and more information about the event can be found at [www.bluemountain/75](http://www.bluemountain/75).

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### **About Blue Mountain Resort**

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer the largest downhill mountain biking facility in Ontario, Monterra Golf course, Ridge Runner Mountain Coaster, Cascade Putting Course, Timber Challenge Ropes Course, Wind Rider Triple Zips and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to more than 1,000 luxury accommodation units and 45 unique concept restaurants, bars and retail stores in our pedestrian Village. 53,000 square feet of state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain is owned by Intrawest ULC. Visit [www.bluemountain.ca](http://www.bluemountain.ca) for more information.

**About Intrawest Resorts Holdings, Inc.**

Intrawest is a North American mountain resort and adventure company, delivering distinctive vacation and travel experiences to its customers for over three decades. The Company wholly owns six four-season mountain resorts with approximately 8,000 skiable acres and over 1,130 acres of land available for real estate development. Intrawest's mountain resorts are geographically diversified across most of North America's major ski regions, including the Eastern United States, the Rocky Mountains, and Canada. The Company also operates an adventure travel business, the cornerstone of which is Canadian Mountain Holidays, a leading heli-skiing adventure company in North America. Additionally, the Company operates a comprehensive real estate business through which it manages, markets and sells vacation club properties; manages condominium hotel properties; and sells and markets residential real estate. Intrawest Resorts Holdings, Inc. common stock is traded on the New York Stock Exchange (NYSE: SNOW). For more information, visit [www.intrawest.com](http://www.intrawest.com).