



FOR IMMEDIATE RELEASE

BANFF SCHOOLS SKI FOR FREE

BANFF, ALBERTA, OCTOBER 14, 2011 – Going to school in Banff has its advantages!! Every elementary and high school student in Banff can once again ski for free this winter compliments of locally owned Banff Lodging Company.

Under this program, Banff Lodging Company has partnered with Ski Norquay in a commitment to purchase a Norquay season pass for all of the approximately 600 students at both Banff Elementary School and Banff Community High School (participants of the program will pay a nominal \$25 fee + GST to cover administration costs). If every student participates, the retail value of the passes is in excess of \$200,000.

"This has been an excellent program," said Banff Lodging Company President, Gordon Lozeman. "It supports active and healthy lifestyles for our youth, plus parents in the community really appreciate it!"

Steve Greene, principal at Banff Community High School, recognizes the generosity and impact of this support as well. "It really reinforces the healthy body, healthy mind philosophy that we endorse at the Banff schools. We are extremely grateful for the support."

Giving back to the community of Banff has always been a high priority for Banff Lodging Company, named as one of Canada's top employers in Report on Business Magazine's 'Best Workplaces in Canada' for each of the last 5 years. "All of our employees are really proud of this one," said Lozeman. "It's definitely a reflection of our core philosophies."

Mayor of Banff, Karen Sorensen, agrees, "Caribou's on-going commitment is exemplary. This program in particular really reinforces the sense of community that makes Banff unique."

Banff Lodging Company recognizes that the program solidifies Norquay's reputation as Banff's community ski hill. "Norquay has been very receptive to the idea and great to work with in building this program," said Lozeman.

"Banff is a ski town," concluded Lozeman. "This is our way to help make kids and families part of it."

ABOUT Banff Lodging Company:

Banff Lodging Company (a division of Banff Caribou Properties) owns and operates 9 hotels and 8 restaurants in the beautiful ski town of Banff, Alberta. For more information please visit www.bestofbanff.com.

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