



## FOR IMMEDIATE RELEASE

### BANFF SCHOOLS SKI FOR FREE

**BANFF, ALBERTA, OCTOBER 23, 2009** – 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 the Banff Elementary School and the Banff 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 and reinforces Banff’s identity as a ski town. Not to mention that both parents and kids in the community really appreciate it!”

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 4 years. “All of our employees are really proud of this one,” said Lozeman. “It’s definitely a reflection of our core philosophies.”

Banff Lodging Company agrees 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.

The company is planning on a long-term commitment to this program. “In fact,” said Lozeman, “we’d like to see it grow. Other businesses have already stepped up with equipment programs and after-school buses to the ski hill.”

“I love seeing the kids out on the hill,” concluded Lozeman. “They always assure me that their homework is done.”

#### **ABOUT Banff Lodging Company:**

Banff Lodging Company (a division of Banff Caribou Properties) owns and operates 8 hotels and 5 restaurants in the beautiful ski town of Banff, Alberta. For more information please visit [www.bestofbanff.com](http://www.bestofbanff.com).

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