

# Media Kit


Summer 2011



*Rediscover yourself.*



SUN PEAKS<sup>™</sup>  
RESORT

BRITISH COLUMBIA  CANADA

[www.sunpeaksresort.com](http://www.sunpeaksresort.com)

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## Adventure and Beauty in the Alpine

In the heart of the British Columbia interior, there is a place where the natural beauty and wildlife of the province blends seamlessly with the sophistication of a world class resort. Spend the afternoon hiking in the alpine through a field of colourful blossoms and minutes later be sitting on the patio of a four star restaurant with a glass of cool, white wine.

A four season resort destination, the snowline at Sun Peaks recedes each spring to reveal a natural mountain playground that has been named the Best Alpine Resort in the Summer (*Ski Canada Magazine, 2009*). Activities and special events take place all summer for both thrill seekers and leisurely travelers. Challenge yourself in the Yeah Bro! Bike Race (July 9), celebrate as a family on either the Summer Kick-off Weekend (July 2-3) or the Alpine Blossom Festival (July 30-31), indulge in wine tastings and symphony performances during the Wine and Culture Festival (July 15-17), or view an amazing display of cars during the Classic Car Gathering (Sept 23-25). *See page 4 for the full summer events calendar.* For everyday fun, enjoy the 18-hole golf course, lift-accessed hiking and mountain biking, horseback riding, fishing, canoeing or kayaking on area lakes, shopping and spa services.

Nature, wildlife and outdoor adventures are all circled around the charming Sun Peaks Village. Cobblestone walkways, patios with umbrellas, alpine bells and Tyrolean inspired buildings create a welcoming environment for people from around the globe. This picturesque, pedestrian village is the heart of the community and brings together those of all ages to shop in the Farmers' Market, listen to local musicians in the square and share stories of the day fishing on the lake or golfing a round.

An idyllic escape in the summer and an epic adventure in the winter, Condé Nast Traveller magazine readers recently ranked Sun Peaks as the 2<sup>nd</sup> Best Ski Resort in Canada and the 13<sup>th</sup> best in all of North America.

Located 45 minutes north of Kamloops in BC's sunny interior, Sun Peaks is situated at the intersection of BC's two primary highways (#1 and #5), making it the perfect stop between the Coast and the Rockies. For the more adventurous, take McGillivray Forest Service Road (summer only) to Sun Peaks from Shuswap Lake. With high quality accommodation for families of all sizes and budgets and only a four hour drive from Vancouver, Sun Peaks is an ideal destination for a quick weekend getaway or a longer vacation.

Mountain Statistics		Activities	
<b>Summit Elevation</b>	2,152m (7,060')	<ul style="list-style-type: none"> <li>• Lift-Accessed Hiking</li> <li>• Mountain Biking</li> <li>• Golf</li> <li>• Horseback Trail Rides</li> <li>• Tennis</li> <li>• Canoe Rentals</li> <li>• Kayak Rentals</li> <li>• Valley Trail System for walking/biking</li> <li>• Geocaching</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor Heated Pool</li> <li>• Photo Shoots and Clinics</li> <li>• Fishing</li> <li>• Mountain Bike Freeride Camps/Ladies Bike Camps</li> <li>• Bungee Trampoline</li> <li>• Voyageur Canoe Tours</li> <li>• Bike Clinics and Tours</li> <li>• Helicopter Tours</li> <li>• Stand Up Paddle Boarding</li> </ul>
<b>Village Base Elevation</b>	1,255m (4,117')		
<b>Hiking Trails</b>	15 (30km)		
<b>Bike Park</b>	Vertical: 595m (1,954') Trails: 31 (70km with 200+ features)		
<b>Golf Course</b>	18 hole Graham Cooke-designed golf course		
<b>Chairlift</b>	Sunburst Express quad equipped with bike racks		
<b>Sunshine</b>	Over 2,000 hours of sunshine a year on average!		

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## Summer 2011 Story Ideas

### Experiences Shape Summer at Sun Peaks – **NEW INDULGENCES!**

Culinary delights and outdoor adventures mix together at Sun Peaks with the return of the Summer Experience program. Village businesses and restaurants have teamed up to create the ultimate in indulgences, pairing gastronomic pleasures with outdoor recreation. New this summer, take a 50 minute helicopter tour from Sun Peaks to the Adams River, where millions of Sockeye Salmon return to spawn each year, and then return to the village for a multi-course dinner. Spend the afternoon hiking through colourful blossoms in the upper alpine, and wind down with a dinner featuring indigenous plant and wildlife from the region. The new experiences are joined by favourites from 2010 such as the Mountainside Afternoon Tea and the Nine & Dine. *Many Summer Experience packages begin May 1, 2011.*



### Sun Peaks welcomes the Canadian Enduro Championship – **NEW EVENT!**

World class motorcycle riders and unknown local talent will hit the trails around Sun Peaks this summer as the resort gears up to host the Canadian Enduro Championship. From tight, single track racing to special skill testing sections, the Enduro incorporates many disciplines of the sport, making it fun viewing for spectators. Close to 150 riders are expected for this first ever World Enduro Canada event at Sun Peaks, which will span a two day weekend in July. Riders will be scored individually on each day of competition and Class and Overall Champions will be determined by their accumulated time. *The Canadian Enduro Championship will take place July 9-10, 2011.*

### Off the Beaten Track

At first glance, Sun Peaks Resort is one way in, one way out. But take a second look and discover this classy setting is nestled in amongst dozens of backcountry roads leading to a plethora of stunning locations. For the adventurous souls, heading off the beaten track brings nothing but rewards: no traffic, epic views, and a true sense beautiful British Columbia. "My family uses Sun Peaks as a base camp for a week every summer," says long time local Doug Avery. "It's a gateway to some of the most spectacular places in the province: Helmcken Falls in Wells Gray Park, the salmon run on the Adams River, or the houseboats on Shuswap Lake." At the end of a backcountry day, return to the sophistication of the Sun Peaks to enjoy fine dining and high end accommodation in the heart of the village.

### Cattle Grazing Goes Full Circle

There are seven cattle guards on the scenic road leading up to the mountain village of Sun Peaks Resort; the rumble of each one reminding visitors of the history of ranching in the area. Long before skiers and snowboarders took to the slopes of Tod Mountain, sheep and then cattle from nearby ranches used the future ski area as grazing land. Seventy years later, six area ranches have crown grazing tenures on land used jointly with Sun Peaks Resort Corporation (SPRC) and every summer they drive their cattle up the road through the village and into the grassy range areas behind the resort – a real life cattle drive. As the plants mature and summer progresses, the cattle move further up towards the sub-alpine meadows on Tod Mountain. The grazing assists mountain operations by keeping the grass and vegetation down, and the organic plants (high in nutrients) grazed by the cattle produce high quality, nutritious beef. Ultimately, the guest sitting down for dinner at Mantles Restaurant to enjoy a beef entrée from a local ranch can expect a high quality product raised locally on the slopes they have been recreating on.

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## Supporting the 50 Mile Diet

Eating local, sustainable food continues to be a focus in the culinary world, and vendors at the Sun Peaks & Region Farmers' Market are reaping the benefits of this global trend. The market saw record numbers of both vendors and visitors last summer, as more and more people make an effort to support our local farmers and ranchers. The Thompson Valley is rich with sustainable food; fruits, veggies, local meats, and seafood are all available on a weekly basis at the summer market. Artisans also have a strong presence at the market with arts, crafts and beauty products, making it a one-stop-shop for Sun Peaks guests looking to pick something up for dinner at their condo, or to buy a hand-crafted souvenir for a friend back home.



## Million Dollar Homes Put on Display – FESTIVAL EXPANDS!

The fourth Annual Wine and Culture Festival is the perfect blend of elegance and alpine adventure and this summer, is getting an extra shot of elegance on the Sunday afternoon. New for the 2011 festival is a Homes Tour at Sun Peaks, where guests will have the opportunity to tour four of the spectacular properties located within resort. From a charming alpine bungalow to a million dollar abode, all of the homes will be staged by professional interior designers from Kamloops. All of the homes feature differing architectural styles to appreciate, both inside and out. The tour is just one afternoon on a weekend filled with wine tastings, classical music performances, quilt classes, an Art Walk and more. *The 4<sup>th</sup> Annual Wine and Culture Festival will take place July 15-17, 2011.*

## Lakes and Creeks...Another Realm of Adventure

It's cool, wet and refreshing and at Sun Peaks, water is a part of your outdoor summer adventure. Heffley Lake, McGillivray Lake, Adams River, Tod Lake, and McGillivray Creek are all in the nearby surrounding area of Sun Peaks and all bring something special to your holiday. Grab a mountain bike and ride out on the cross-country trails to McGillivray Lake for a picnic lunch and a canoe ride. Learn the art of Stand Up Paddle Boarding on the picturesque Heffley Lake just down the road, make a day trip to the Adams River to see the Salmon Run, or hike high into the alpine to see the sheer glass of Tod Lake, nestled in amongst mountain peaks and wildflowers. Looking for fish? You don't have to look too hard. Purchase a rod and tackle from the Adventure Centre and try your luck at any of the surrounding lakes.



## A Gentle Ride for Leisurely Travellers

Convenience, relaxation, and a comfortable bed at the end of an adventure-filled day. Sun Peaks is the perfect destination for Gentle Explorers and No-Hassle Travellers who are looking to experience the destination without extreme exertion. From June through September, avoid the sweat and pain of hiking from the valley into the sub-alpine with a ride up the Sunburst chairlift that deposits you steps from fields of colourful alpine blossoms that blanket the slopes. Either take a 20 minute stroll through the flowers along the Vista Loop, or challenge yourself to the Top of the World for views of other area mountain ranges. And keep your camera handy! Wildlife are often meandering through the alpine or munching on the grass nearby. After a stroll and some family photo ops, hop on the Sunburst Chairlift or a ride back down to the village for lunch on a restaurant patio and a swim at the Outdoor Pool. *The Sunburst Chairlift opens July 1, 2011 for lift-accessed hiking and sightseeing.*

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### Follow the Coordinates to Seek the Peaks

“Follow the coordinates 50.8845 °N and 119.8797 °W and head to a spot at Sun Peaks Resort where the bells toll.” There are over one million active geocaches around the world that adventurers search for using Global Positioning Systems (GPS). This summer, geocaching returns to Sun Peaks on a slightly smaller scale with 45 caches up for grabs. Participants will use a handheld GPS unit to navigate the latitude and longitude to several spots within the Sun Peaks Resort boundaries where caches will be hidden. Grab your family to learn how fun and easy geocaching can be through introductory lessons and mini courses. For more of a challenge, sign up for a one or two day quest to uncover caches strategically placed throughout the resort. *Seek the Peaks Geocaching takes place July 23-24, 2011.*

### Tee off on BC’s Highest Golf Course

Tobiano, Talking Rock, The Dunes, Rivershore, Sun Rivers, Kamloops Golf & Country Club and Sun Peaks Resort. All seven of these award-winning courses are part of Golf Kamloops and serve as a perfect summer loop for the golfer looking for variety. From Tobiano along Kamloops Lake, up to the alpine at Sun Peaks, this golf loop is one of challenge and diversity for even the most experienced golfer. The 18-hole, par 72 Grahame Cooke-designed course at Sun Peaks Resort winds along the valley bottom by McGillivray Creek and offers many risk/reward opportunities for all skill levels. And a little elevation goes a long way. At 1,200 metres, the 6,400 yard course is the highest elevated course in British Columbia which means your ball flies a little bit further through the air; it also means Sun Peaks is often a comfortable 10 degrees cooler than the valley for your golf round. *The Sun Peaks Golf Course opens on June 3, 2011.*



## Summer 2011 Events Calendar

For full events calendar, visit [www.sunpeakresort.com](http://www.sunpeakresort.com)

\*\*Dates subject to change

<b>May 13-15</b>	Affinity Tours Music Festival	<b>Aug 6-7</b>	Music in the Mountains
<b>June 3</b>	Golf Course opens for the season	<b>Aug 13-14</b>	Retro Concert Weekend
<b>June 26</b>	Farmers’ Market begins (every Sunday)	<b>Aug 19</b>	Nancy Greene’s Golf Benefit
<b>June 30</b>	Sunburst Chairlift opens for hiking & biking	<b>Aug 20-21</b>	Biggest Break Golf Challenge
<b>July 2-3</b>	Summer Kick-off Weekend, featuring Jo’s Road Race and Mountain of Beer	<b>Sept 3-4</b>	Labourless Weekend
<b>July 9-10</b>	Canadian Enduro Championship	<b>Sept 4</b>	Last day of the Farmers’ Market
<b>July 15-Aug 14</b>	Alpine Blossom Season	<b>Sept 5</b>	Sunburst Chairlift closes for the season
<b>July 15-17</b>	4 <sup>th</sup> Annual Wine and Culture Festival Quilting in the Mountains	<b>Sept 10</b>	Dirty Feet Trail Running Race
<b>July 23-24</b>	Seek the Peaks Geocaching Weekend	<b>Sept 23-25</b>	Classic Car Gathering
<b>July 30-31</b>	Alpine Blossom Festival Rocky Mountain Homecoming	<b>Oct 10</b>	Golf Course Closes for the season

For more information on any of the above story ideas or to access high resolution photos and video, please contact the media team at Tourism Sun Peaks:

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