


# Media Kit

Winter 2011 - 2012



SUN PEAKS™  
RESORT

BRITISH COLUMBIA  CANADA

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

**WHAT YOU DON'T KNOW  
MAY BE YOUR BEST VACATION EVER**



**SUN PEAKS  
RESORT**

CANADA'S ALPINE VILLAGE

## ***Sun Peaks Celebrates 50 Years of Tod Mountain***

It was November 18, 1961 when the Burfield Chairlift first began turning at the Tod Mountain Ski Area, the longest chairlift of its kind in North America. 50 years later, the original ski area is known around the globe as Sun Peaks Resort, but the memories, and many of the locals, are still rooted in the culture of the resort. This winter is all about celebrating the golden anniversary of Tod Mountain at Sun Peaks Resort.

Since its transition to a destination resort in the mid-90s, Sun Peaks continues to stand up with the top resorts in North America, being ranked as the 2<sup>nd</sup> best resort in Canada and 13<sup>th</sup> best in North America by the influential *Condé Nast Traveller Magazine*. With copious amounts of terrain, no line-ups and extensive non-ski activities, Sun Peaks is an ideal destination for families, empty nesters, and those looking for sophistication without urban chaos.

The 2<sup>nd</sup> largest ski area in the province and 3<sup>rd</sup> largest in Canada, Sun Peaks boasts close to 4,000 acres (1,489 hectares) of terrain blanketed by light, dry, easy-to-ski powder across three unique mountain faces. From glades to groomers, open bowls to steep moguls and a 9 acre (3.6 hectare) terrain park, there's variety that will appeal to all abilities in your family. Nordic skiers will find over 50 kilometres of groomed/track set, and backcountry trails.

New and returning guests can best explore the vast terrain with a knowledgeable, complimentary Sun Guide mountain host, or meet Olympic Champion and Sun Peaks' Director of Skiing, Nancy Greene Raine most weekends for a personalized tour.

Increasingly the resort is attracting non-skiers and non-snowboarders. There are plenty of alternate winter activities to make a memorable vacation. Feel the strength of a dogsled team as you mush your way through the valley, snowshoe through powder for a marshmallow roast, or take a romantic sleigh ride through the village.

At the hub of it all is a charming ski-through village. Covered walkways, restaurants and cafés, and Tyrolean inspired buildings create a welcoming environment for people from around the globe. An idyllic setting, the Sun Peaks village is the heart of the community and brings together those of all ages to shop, indulge in culinary delights, and share stories of epic days on the slopes.

Located 45 minutes north of Kamloops in BC's sunny interior, Sun Peaks is easily accessible through air gateways in Kamloops, Vancouver, Kelowna or Calgary. Or, hop in the car for a short drive from Vancouver (4 hours) or Seattle (5.5 hours), making it an easy destination for a quick getaway or a longer winter vacation.



*On November 18, 1961, the Burfield Lodge and Chairlift opened to the public. Join us this winter as we celebrate 50 years of Tod Mountain!*

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## Winter 2011-12 Story Ideas

### Celebrating the Golden Anniversary of Tod Mountain

From huddling under a horse blanket for the ride up the Burfield Chairlift, to Ladies Cocktail Parties on the Ridge ski run, the stories and memories from the first days of skiing at Tod Mountain will be front and centre this winter. It was 50 years ago that the Burfield Chairlift opened up for skiing at Tod Mountain and half a century later, the ski area has developed into the world class destination Sun Peaks Resort is today. Beginning in November 2011, Sun Peaks will commemorate the anniversary with celebrations every month. From a Miss Tod Mountain Pageant to a Grand Reunion Gala, the year will be full of occasions to relive the Tod Mountain Days. "There are 50 years of memories, photos, and funny stories that we are looking forward to hearing over the next year," says Anne Haight, Director of Sales & Marketing with Sun Peaks Resort Corporation. "Tod Mountain is the foundation of what is now Sun Peaks and we're excited to celebrate and share the year with past and future skiers."



### The History of Tod Mountain: Key Dates

- 1961 The Burfield Lodge and Chairlift opened to the public on November 18, 1961
- 1968 Fire damaged the lift equipment and forced a closure until repaired
- 1970 Tod Mountain re-opened in December 1970
- 1971 Harry Burfield died when the plane he was touring the mountain in crashed
- 1972 The Shuswap Double Chairlift was constructed to service the present day village base area
- 1979 The alpine Crystal Triple Chairlift was installed
- 1980 The resort's 2<sup>nd</sup> day lodge was built
- 1992 Nippon Cable Company Ltd. of Tokyo, Japan purchased Tod Mountain
- 1993 A Master Development Agreement was signed with the Province of British Columbia and extensive development began with the construction of new runs, 3 new lifts, and new facilities/infrastructure
- 1993 Lift company name was changed to Sun Peaks Resort Corporation.

### Sun Peaks Antiques Recall the days of Tod Mountain

They are self proclaimed antiques who are just as hard core as any of the young crowd hitting the slopes each morning...and they still chuckle about sitting on the Ridge Ski Run with glasses of wine for regular Ladies Cocktail parties over 40 years ago. The **Sun Peaks Antiques** are a group of approximately 100 seniors in the Thompson region of British Columbia whose passion is skiing. Many of them arrived at Tod Mountain in the early 60s with fond memories of the beginnings of what is now a world class resort. 79 year old Dierdre Zacharias remembers being eager to make first tracks. "We used to come up with our campers the night before, plug-in, and see if we could be the first ones on the Burfield Chair in the morning, right behind ski patrol." Years later, with a little more grey hair but no less zest for life, Zacharias and the rest of the Antiques meet three days a week to get fresh tracks at Sun Peaks Resort. Keep an eye out for the official SPA patch on most of their jackets and stop by to chat with one of the true locals of Sun Peaks Resort as we celebrate the 50<sup>th</sup> Anniversary of Tod Mountain.



*"They used to give us horse blankets, which we'd pull over our heads on the way up. Then we'd take turns looking out from under the covers to see if we were near the top." - Bill Thomson*

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## Sun Peaks gets more accessible to American Travellers

Sun Peaks' accessibility increases this winter as a new partnership with WestJet and American Airlines makes it easier to connect between Canada, the United States, and beyond. Initially, WestJet will focus on connections between Canada and Dallas/Fort Worth and Los Angeles. "Over the past winter, there has been significant interest in new and untried destinations like Sun Peaks by US ski clubs and guests," says Christopher Nicolson, President of Tourism Sun Peaks. "The WestJet/American Airlines service provides excellent connection times and links to many new markets that can reach Sun Peaks with high capacity jet aircraft." WestJet's new schedule, arriving in Kamloops late day and departing early morning to Calgary, allows guests to connect to far more scheduled flights through Calgary to the USA and European destinations.

## In the Heart of the Village

A perfect blend of functionality and unmistakable warmth, the alpine village at Sun Peaks is a central hub for guests from around the world who have gathered at the resort to ski, snowshoe or simply enjoy the diverse culinary options showcased at the multitude of restaurants. Carefully designed by Ecosign Mountain Resort Planners, the architecture of the village incorporates colourful buildings with stucco walls that fit in the mountains beautifully and are easy to maintain with low slope tile roofs which retain the snow on the roof for energy efficiency and that cozy winter wonderland feel. The village street and multiple plazas are designed as comfortable gathering locations with optimized sun exposure in all seasons of the year. Covered walkways make it easy to saunter through boutique shops, while the pitch of the snow-covered village is just enough for skiers and snowboarders to slide down from their hotel front door to the chairlift. With a quick stop for a coffee on the way to the first lift of the way, it's a seamless transition from the village energy to the powdery peaks of the surrounding mountains.



## Mountainside School Expands

At 8:20am every morning during ski season, a line-up forms at the base of the Village Platter area. Students attending the Sun Peaks Discovery Centre for Balanced Education pop on their skis and matching jackets and ride the platter up to their school house, situated at the top of the beginner ski area at Sun Peaks Resort. It's a new twist on standard education that has doubled in capacity since it first opened September 2010, with upwards of 40 students enrolled for the coming school year. Elementary students (K-7) attend classes in a one-room school house with an on-site educator as well as a School District teacher who visits on a weekly basis. In between math and spelling lessons, taught both in person and via Skype, the students grab their ski equipment and spend their lunch hour practicing parallel turns. In addition to local children, the combination of education and skiing has also proven to be a popular draw for international families looking to spend a season at the resort, giving them an opportunity to enroll their children for the course of their visit. For a community moving into its second year as the only Mountain Resort Municipality in Canada, the learning centre has developed into one of the key cornerstones that will continue to grow in the years to come.



*"Over at the Burfield chair there was a parking lot with plug-ins. So we used to go up with our campers and plug in and see if we could be the first ones on the chair in the morning, right behind ski patrol!" - Dierdre Zacharias*

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## Sunburst Elevation = Fluffy Cinnamon Buns

As you arrive at the top of the Sunburst Express Chairlift ready to ski your first run of the day...a distraction fills the air. The smell of cinnamon, sugar, butter and dough fills the air and you follow your nose to Sunburst Lodge. Over 43,000 cinnamon buns are baked at Sun Peaks Resort every winter and sold at four locations, including the mid-mountain Sunburst Lodge. "The elevation at Sunburst (1849m) means the cinnamon buns baked up there are twice as big and extra fluffy, so it's often a first stop for skiers and snowboarders when they head up the mountain in the morning," according to the Food and Beverage Department at the Sun Peaks Resort Corporation. And with 4,000 acres of terrain to ski after your cinnamon bun, calories are irrelevant!



## Winter 2011-2012 Events Calendar

Visit [www.sunpeaksresort.com](http://www.sunpeaksresort.com) for a full calendar

\*Dates are subject to change

<b>Nov 19</b>	First Day of Winter Operations	<b>Feb 3-5</b>	Adaptive Snow Sports Festival
<b>Nov 19</b>	Fire Fighters Gala	<b>Feb 12</b>	The Garden, Terrain Park
<b>Dec 3</b>	50th Anniversary Celebration	<b>Feb 17-18</b>	TELUS Nancy Greene Corporate Challenge
<b>Dec 11</b>	The Resurgence, Terrain Park	<b>Feb 19</b>	Penguin "Belly Slide" Race (50 <sup>th</sup> Celebration)
<b>Dec 16-17</b>	Christmas Market	<b>Mar 8-11</b>	Velocity Challenge FIS World Cup Speed Skiing
<b>Dec 21-31</b>	Holiday Celebrations	<b>Mar 23-24</b>	Nancy Greene Ski League Festival
<b>Dec 31</b>	5 <sup>th</sup> Annual First Flight Big Air Invitational	<b>Mar 25</b>	Toddy's Wonder Weekend (50 <sup>th</sup> Celebration)
<b>Jan 4-8</b>	6 <sup>th</sup> Annual Sun Peaks Family Cup	<b>Apr 7-9</b>	Tod Mountain Days (50 <sup>th</sup> Celebration)
<b>Jan 14-22</b>	14 <sup>th</sup> Annual Winter Festival of Wine	<b>April 8</b>	Easter Egg Bonanza
<b>Jan 27</b>	Grand Reunion Gala (50 <sup>th</sup> Celebration)	<b>April 9</b>	Last Day of Winter Operations
<b>Jan 28</b>	Skier Slopestyle, Terrain Park		

## Awards and Achievements

### 2<sup>nd</sup> Best Ski Resort in Canada (13<sup>th</sup> in North America)

Presented by Condé Nast Traveller Reader poll, 2010

### Best Ski-in/Ski-out Village

Ski Canada Magazine, 2009

### 2<sup>nd</sup> Best Ski Resort in Canada (10<sup>th</sup> in North America)

Presented by Condé Nast Traveller Reader poll, 2008

### Best Family Resort in North America

Presented by Cadogan Guides, 2008

### ISO 14001 Certified System (Certification #026082)

Sun Peaks Resort was the first ski resort in North America to be certified under ISO 14001 in April 2004, and still remains one of only three who have attained this honour, along with Aspen Snowmass, Colorado, and Jackson Hole, Wyoming.



*"At the Burfield Lodge, they didn't move the ski racks in order to groom. At the end of the season, the racks were one foot out of the snow and you laid your skis on the ground in the rack." - Sigi White*

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## Mountain Statistics

<b>Skiable Area</b>	3,678 acres of terrain (1,489 hectares)	<b>Terrain Type</b>	10% novice (green), 58% intermediate (blue) and 32% expert (black)
<b>Burfield Chairlift Summit Elevation</b>	2,080m (6,824')	<b>Rockstar Energy Terrain Park</b>	9 acres (3.6 hectares) with 3 zones for beginner, intermediate and advanced
<b>Village Base Elevation</b>	1,255m (4,117')	<b>Types of Lifts</b>	11 lifts including 5 quad chairlifts, 1 triple chairlift and 5 surface lifts.
<b>Skiable Vertical</b>	882m (2894')	<b>Lift Capacity</b>	12,000 riders per hour
<b>Bowls</b>	2 alpine bowls.	<b>Annual Snowfall</b>	559cm (20') of powder
<b>Longest Run</b>	Up to 8km (5 miles) long	<b>Nordic/ Snowshoe</b>	31.5km of groomed and track set Nordic trails, 21.5 backcountry trails and 16km snowshoe trails.
<b>Trails</b>	122 including 12 gladed areas	<b>Sunshine</b>	On average, over 2,000 hours of sunshine a year!

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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Visit [www.facebook.com/todmountain50](https://www.facebook.com/todmountain50) for photos and memories of the last half century of Tod Mountain at Sun Peaks Resort!