



**FOR IMMEDIATE RELEASE**

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## **WinSport's ski and snowboard hill opens Friday for winter season**

CALGARY - Winter enthusiasts rejoice! The ski and snowboard season at WinSport's Canada Olympic Park is officially here, with the hill opening on Friday for the 2023-24 season.

Calgary's winter playground promises an exhilarating experience this year for all skill levels with great early-season conditions. Whether you're a seasoned pro or a novice looking to carve your first turns, WinSport's ski and snowboard hill offers terrain for all levels of skiers.

Opening Friday is the Legacy chairlift, which provides access to the main section of the hill between the two chairlifts, along with two magic carpets in the beginner park. Several rails and boxes will also be set up to work on those early season tricks.

Snowmaking operations will continue throughout the next several weeks as weather permits, with a goal to wrap up snowmaking for the season by Christmas. This schedule follows our traditional snowmaking schedule. Updates to our snowmaking technology over the past couple of years has enabled us to make snow at warmer temperatures, compared to previous years. The final day of the winter season is scheduled for April 1, 2024.

The daily ski and snowboard hill hours (except for Christmas Day) are Monday to Friday from 11 a.m. to 9 p.m.; and weekends and holidays from 9 a.m. to 5 p.m.

WinSport's snow school, considered one of the top ski and snowboard schools in the country, also begins this weekend, with programs for all ages. We'll always ensure world-class experiences are accessible to all guests, whether they want to learn new skills, brush up old ones or just enjoy each Canadian season to the fullest.

WinSport's food and beverage operations in the day lodge will also open for the season on Friday, with the Coffee Market, Food Court and EIGHTYEIGHT Bar & Grill open daily throughout the season, except for Christmas Day.

With the change of the season at Canada Olympic Park, there is also a changing of colour, as WinSport begins to transition from its black snowflake and word logo to a new brand blue colour. Along with the addition of red, yellow, and green within our park-wide signage, our winsport.ca website and our social media channels will also start to take on our new colour palette.

Our rebrand, which will also be noticeable in our photography and our voice, reaffirms our commitment to serving our community with excellence and innovation.

The new look coincides with our upcoming day lodge renovation, which is scheduled to begin late spring or early summer of 2024. You'll receive more details about that project in the coming months.

In the meantime, we ask Calgary media to transition to our new blue logo. Four versions of the logo are attached, including our primary horizontal logo, primary reverse logo (for use on a dark background) and these two logos in stacked versions. If you have any questions about the usage or require different file formats, please email [doviatt@winsport.ca](mailto:doviatt@winsport.ca).

**About WinSport**

*WinSport inspires human potential through the spirit of sport. The Calgary Olympic Development Association, operating as WinSport, is a community-based, not-for-profit organization that owns and operates Canada Olympic Park and the Bill Warren Training Centre in Canmore. WinSport also administers legacy funds that support the Olympic Oval. WinSport's mission has three pillars: to help people discover the joy and health benefits of sport; to encourage talented athletes to develop their skills; and to enable Canada's high-performance athletes to excel on the world stage. Financial commitments from Canadian governments and business have allowed WinSport to expand its sport and community offering over time; significant investment will be required in the coming years to renew the legacy facilities that have welcomed the world to the Calgary region for more than a generation.*

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