

FOR IMMEDIATE RELEASE

March Break Family Fun Not Far from Home
Family Channel presents March Break at Blue Mountain

BLUE MOUNTAINS, ON - March 8, 2016 (Town of the Blue Mountains, ON) – With a low Canadian dollar, and snow still north of Toronto many families will be looking to stay-cation on the slopes this March Break. Blue Mountain Resort near Collingwood, Ontario is preparing for a fun-filled week with its presenting sponsor, Family Channel, with non-stop activities both on and off-hill.

"Making great family memories doesn't mean having to travel far", says Tara Lovell, PR Manager at Blue Mountain Resort. "The forecast is looking good and thanks to last week's 45cm snowfall, we are expecting great spring ski conditions through March Break."

During March Break the Resort will offer a special midweek discounted lift ticket for elementary and secondary students at \$39 + tax for a day/night lift ticket. There will also be two incredible freestyle ski and snowboard events through the week including Lifted Golden Ticket and Gromination, a freestyle event for kids up to 14 years old.

Off-hill, Family Channel will be presenting endless experiences throughout the Blue Mountain Village including a live performance from Shane Harte, and a meet-and-greet with the stars of *The Next Step* and *In My Parents' Garage* in the Family Chill Zone which will be located at the bottom of the Silver Bullet chairlift. Guests are also invited to compete for great prizes in the Family Channel Lip Sync Competition taking place in the Village Plaza.

Along with the many shops and restaurants to enjoy, families can keep busy off the slopes at the Ridge Runner Mountain Coaster, Hike n' Tube park or indoors in the Family Activity Room. Many activities will be available free of charge including Glow Groove dancing, Bamtastic! Interactive Drumming, Live Music on the outdoor stage, and even Green Fireworks on Saint Patrick's Day.

For more information and details on March Break events and activities, visit www.bluemountain.ca/marchbreak.

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Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Blue Mountain has become the four-season destination of the North, visited by more than 1.5 million guests a year. Winter at the resort boasts 42 ski and snowboard trails enhanced by a world-class snowmaking system. Summer months offer the largest downhill mountain biking facility in Ontario, Monterra Golf course, Ridge Runner Mountain Coaster, Cascade Putting Course, Timber Challenge Ropes Course, Wind Rider Triple Zips, the new Apex Bagjump and a private beach property among other seasonal attractions. Year-round the resort attracts visitors to more than 950 luxury accommodation units and 45 unique concept restaurants, bars and retail stores in our pedestrian Village. 45,000 square feet of state-of-the-art conference space caters year-round to corporate meeting groups. Blue Mountain is owned by Intrawest ULC. Visit www.bluemountain.ca for more information.

About Blue Mountain Village Association

At the base of the Niagara Escarpment, pedestrian streets framed by turn of the century Ontario architecture offer the best in accommodations, shopping and dining - including 16 restaurant patios. The outdoor stage-in-the-square hosts some of the region's - and the country's - top musical talent and entertainment while Village facilities provide a wide variety of shopping, dining, family activities, outdoor adventure, award-winning festivals and world-class events all year long. Any time of year, the excitement lives here. Visit www.bluemountainvillage.ca for more information.