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## **K2 Skis Partners with CMH Heli-Skiing to Unveil the CMH K2 Rotor Lodge**

**Seattle, Wash. – (Sept. 20, 2012)** – Industry-leading ski manufacturer since 1962, [K2 Skis](#), is pleased to announce a ground-breaking partnership with the world's first and largest heli-skiing operator, [CMH Heli-Skiing \(CMH\)](#). These two ski industry icons have come together to unveil **CMH K2**: a revolutionary helicopter skiing operation that accesses the deep powder stashes of British Columbia's famed Kootenay region. Based on a newly revamped lodge aptly named the CMH K2 Rotor Lodge in Nakusp, British Columbia, **CMH K2** offers passionate skiers a wide range of K2 themed heli-ski experiences. As an added bonus, every heli-ski guest will receive a free pair of K2 skis, of their choice, to be home delivered before the start of the next winter season.

Destined to join legendary names like the Bugaboos, Cariboos and Monashees as a world renowned destination heli-ski area, **CMH K2** will be offering a wide variety of heli-ski programs. Starting this 2012/13 season, programs range from K2 hosted athlete trips to ski testing with the K2 in-house design team.

Kicking off in January, K2's most premier athletes will host individual heli-ski trips including:\*

- **Steep Shots and Pillow Drops**- Learn from the best, in the best conditions.
  - o Jan.3-7 with [Collin Collins](#)
  - o Feb. 18-23 with [Andy Mahre](#)
- **Athlete Ski Weeks**- Perfectly sized groups for optimal group dynamics and plenty of fresh lines to be had by all.
  - o Jan.7-12 - athlete to be announced
  - o Jan. 12-17 with [Reggie Crist](#) and [Zach Crist](#)
- **Film/Photography Workshop Week**- Fine tune photo and film skills while capturing the most adrenaline-filled face shots to share with jealous friends at home.
  - o Feb. 4-9 with [Pep Fugas](#)
- **Women's Trip**- One just for the ladies, where girls can be girls and get after it.
  - o Jan. 21-26 with [Kim Reichhelm](#)

\* Each professional skier is committed to the trips as listed, but sometimes injuries or other circumstances may prevent their appearance on the trip. Should that occur, **CMH K2** will do the very best to have another prominent K2 athlete attend the trip.

Following the K2 athlete trips are **CMH K2 Demo Days** that provide heli-skiers the opportunity to test a variety of unreleased 2013-2014 K2 powder skis. K2 designers will be on-hand to offer demos and receive feedback to take back to K2 headquarters and fine-tune the final product. In return for testing the prototypes in powder conditions, guests will earn a free pair of 2013-14 K2 Skis in Fall 2013 when the collection is released. Sessions are scheduled for March 4-7, March 7-10 and March 10-13. The cost for one session, including a pair of skis, starts at \$3,800CAD/ \$3,922USD. Space is limited to 24 skiers per trip.

“Partnering with CMH presents K2 with not only with a world-class winter playground to test powder skis in the most ideal waist deep conditions and endless terrain. But also our athletes and us to connect with a broad range of skiers,” said K2’s Global Marketing Manger, Mike Gutt. “Specifically during the Demo Days, the skier’s feedback is applied to the development of the our powder and softer snow oriented skis. It’s “Serious Fun,” the guests can focus on having “fun” and K2 focuses on the “serious” side of getting consumer feedback.”

“CMH's partnership with K2 is truly revolutionary,” said Marty von Neudegg, CMH Director of Brand Strategy. “This isn't just about splashing around logos. It is a full on commitment from K2 to bring their leading-the-way technology, fun people and genuine love of skiing to CMH and our guests. We could not be more excited about what this partnership will mean to the skiers who are lucky enough to experience CMH K2 for themselves.”

After long days of skiing endless powder throughout the 1,155 sq km heli-ski terrain offered within the Selkirk and Monashee ranges, guests can retreat to the new CMH K2 Rotor Lodge for either relaxation or K2-influenced entertainment and amusement. The CMH K2 Rotor Lodge’s location is ideal for passionate skiers looking for a quick heli trip with great terrain and amiable accommodations. Guests can fly into Calgary, Kelowna or Spokane and rent a car, or arrange a shuttle to the Lodge.

Reservations are now open for all **CMH K2** heli-ski trips for the 2012/13 season, including all the K2 Athlete weeks, the three different sessions of the CMH K2 Demo Days as well as other signature trips and small group programs. Space is limited and filling up fast. To learn more about **CMH K2** and to book, check out [www.cmhski.com/k2](http://www.cmhski.com/k2) or call 1-800-661-0252.

#### **About K2 Skis:**

K2 is celebrating 50 years of serious fun. Founded in 1962, K2 Ski has been on the cutting edge of industry-leading innovations and advancements for a half-century including fiberglass technology, high performance shaped ski technology, women’s specific ski technology, twin tip design and now K2’s BASELINE profiles that combine camber with varying amounts of rocker. These technologies are carrying the sport into the future by making skiing easier and more fun for everyone from the first-timers to seasoned pros. For more information on K2’s latest ski products, dealers and team activities, visit [K2skis.com](http://K2skis.com).

## **About CMH Heli-Skiing (CMH)**

Offering heli-adventures since 1965, CMH is the world's first and largest heli-skiing and heli-hiking operator. From their head office in Banff, Alberta, CMH operates exceptional mountain experiences at 11 lodges located in the Bugaboo, Purcell, Selkirk, Kootenay, Monashee, and Cariboo ranges of British Columbia, Canada. Heli-skiing takes place each year from December through April, and CMH Summer Adventures take place from July into early September. For more information go to [www.cmhski.com](http://www.cmhski.com)