



Don't let the epic snow conditions pass you by!

There is still time to book that heli-ski trip in 2013

www.cmhski.com

Dec. 31, 2012, Revelstoke, BC – The blogosphere and ski reports are lighting up with the best early season snow conditions North America has seen in years, setting the stage for what promises to be an epic year for skiers and boarders. As the company that invented heli-skiing more than 45 years ago and the largest heli-ski operator in the world, CMH Heli-Skiing (Canadian Mountain Holidays) has created dozens of winter experiences that help dispel some of the myths around deep powder skiing or boarding, making it more accessible than ever. And, with 11 heli-skiing areas in BC's Columbia Mountains, CMH Heli-Skiing encompasses more terrain than all the major North American ski resorts combined.

Myth 1: Every ski resort is saying they have the best snow and one destination is no different than the other.

Truth: The Columbia Mountains around Revelstoke have 162 cm (more than five feet) more snow than the best year in the last decade. This is huge. Also, the snow that is falling in the region has less moisture, which means champagne powder conditions. Another little known secret of the Columbia Mountains is its latitude means the sun is high enough in the sky to provide a full day of skiing, but low enough it does not affect the surface of the snow, keeping the powder soft, even during clear weather.

Myth 2: You have to be an expert skier to truly enjoy powder skiing.

Truth: The latest equipment has opened up the joys of powder to intermediate level skiers. It is more important to have the right equipment and guides on hand to lead you down some of the best ski terrain in the planet. CMH guides are among the best in the world and they work with every skier to determine the right powder skiing experience based on fitness levels and ability. CMH has designed **Powder 101** intro ski weeks for intermediate skiers unfamiliar with deep powder technique. Four, five and seven day trips are available throughout the ski season and range in price from \$4,265 to \$11,525 Cdn per person. <http://www.canadianmountainholidays.com/heli-skiing/trips/powder101>

Myth 3: Powder and heli-skiing is a man's sport.

Truth: Women should not be intimidated by powder and heli-skiing. With the right equipment, guides and attitude, women enjoy deep powder just as much as men, especially in the light, champagne powder currently falling. **Girl Pow(d)er** is available as a women-only trip for those who are ready to rip, as well as **Powder 101: Girl's School** for strong-intermediate skiers wanting to build their powder skills. These trips are offered over 4 - 5 days and start at \$4,265 Cdn. CMH also provides specially designed women's powder skis, poles & all safety equipment.

www.cmhski.com/girlpowder

Myth 4: Heli-skiing is not for families.

Truth: Skiing powder in Canada is an experience people want to share with their loved ones. CMH guides select terrain appropriate for the entire family, and sometimes take three generations skiing together. Next Generation seven-day

trips introduce powder skiing to the younger generation – with the younger skiers (ages 12 - 25) paying half price when booked with an accompanying adult. These specially designed trips are offered in March and April. For the 2013 season, these trips are offered at \$8,215 Cdn (\$4,110 Cdn for the younger generation skiers), and \$9,195 Cdn (\$4,595 Cdn for younger generation skiers). www.cmhski.com/nextgen

Family Trips are for families with 12 to 17-year old skiers, designed around the Christmas holidays. Younger children who won't be skiing are welcome (CMH has nannies available as these non skiers must be supervised at all times). Families begin the day heli-skiing together, but kids can return to the lodge when they tire to participate in fun, supervised, indoor and outdoor activities. In the evening, CMH's chefs cook up a grand family dinner with special meals for the kids. www.cmhski.com/family

Myth 5: Fewer days heli-skiing is more cost effective.

Truth: The value increases the more days (and therefore guaranteed vertical) you book, with one day heli-skiing often the lowest value option due to the safety orientation cutting into part of your one day. There is also the myth that when booking a trip, you must ski all day, every day. At CMH, the guaranteed vertical system only charges you for vertical when you're skiing, and opportunities are provided to stop skiing early and enjoy the amenities of the lodges, including cross country skiing, common areas and a fireplace for socializing, full-service bar, expansive outdoor decks, shop for gifts and gear, sauna, hot tubs and massage service.

CMH trips include lodging, meals, snacks and non-alcoholic beverages, transportation to and from Calgary International Airport for most trips, use of K2, Atomic and Rossignol skis and poles; a limited number of Burton snowboards are available. Guests are also trained how to use avalanche transceivers, and are provided with a CMH guest pack including shovel, probe and radio. <http://www.canadianmountainholidays.com/heli-skiing/faq/included>

Myth 6: Snowboarders and skiers don't mix when heli-skiing.

Truth: CMH welcomes boarders on all trips – and guides instruct boarders on how to manage different conditions and terrain including: anticipating flat sections, not getting too low on traverses, setting bindings towards the rear for deep powder, carrying extra binding parts, and using ski tracks to your advantage. Many CMH guides will lead on a board when riding with a full group of snowboarders. <http://www.canadianmountainholidays.com/heli-skiing/trips/shred>

About CMH:

Canadian Mountain Holidays (CMH) is one of the oldest adventure travel companies in North America and operates in 15,000 square kilometres of the Purcell, Selkirk, Monashee and Cariboo mountains of eastern British Columbia from eight backcountry lodges and three town-based hotels including the Adamants, Bobbie Burns, Bugaboos, Cariboos, Galena, Valemount, McBride, Revelstoke, CMH K2, Gothics and Monashees. CMH also prides itself on its world renowned service, a safety culture led by internationally certified guides, as well as an award-winning sustainability program. Reservations may be made by calling 1-800-661-0252. For more information, visit www.cmhski.com.

-30-

Media contacts:

Brian Cant, Tartan Group: 250-592-3838 or brian@tartangroup.ca
Kate Rogers, Tartan Group: 604-880-1494 or kate@tartangroup.ca

