



**CANADIAN
MOUNTAIN HOLIDAYS**

CMH HELI-SKIING / CMH HELI-HIKING



PRESS RELEASE

CANADIAN MOUNTAIN HOLIDAYS RECOGNIZED WITH CORPORATE SOCIAL RESPONSIBILITY AWARD

World's leading Heli-Skiing and Heli-Hiking operator is one of the top 10 companies selected for its contributions to building a more just and sustainable world

New York - March 27, 2009: Canadian Mountain Holidays (CMH), the largest Heli-Skiing and Heli-Hiking operator in the world, was recognized this week with the Corporate Social Responsibility Award from The Social Enterprise Networks of YPO (Young Presidents' Organization). The awards are extended in recognition of companies headed by YPO members and graduates that have made a significant, measurable impact in their communities, on the environment, or among their employees.

CMH, which operates lodges throughout Western Canada in some of the most pristine natural environments in the world, was the only winner from the travel and tourism sector, selected for its commitment to environmental conservation and community outreach. The 10 winners--which also included Diageo, GDF Suez Energy, Aramex, Saudi German Hospitals Group, Brandix Landa Limited, Benchmark Assisted Living, Goodwill Industries International, Tech Turn and Ron Santa Teresa--were selected from 160 applications based on the positive impact the organizations have made in underserved or disadvantaged communities; in environmental sustainability or innovation; and/or in addressing workplace issues such as diversity, living wages, wealth sharing, ownership programs and transparency.

"It was difficult to choose only ten winners from all the submissions we received from member companies around the world that are each making exceptional contributions to their communities, so these award recipients truly shine," said Rob Follows, chair of the Social Enterprise Networks (SEN) and member of the Corporate Social Responsibility Awards selection committee.

For more information about the Canadian Mountain Holidays vision of sustainable tourism, please visit: www.canadianmountainholidays.com/about/stewardship.

Media contacts:

Tania Philip at **WEILL**
E-mail: tphilip@geoffreyweill.com
Tel: 1-866-PR-WEILL

Sarah Pearson at **CMH**
E-mail: spearson@cmhinc.com
Tel: 1-800-661-0252