



PRESS RELEASE

GET CAUGHT ON FILM AT CMH'S K2 SKIS DEMO WEEK

CMH Heli-Skiing and K2 Skis partner for second annual Demo Week, to be filmed for Warren Miller's next movie

New York - December 14, 2010: Building on the success of its 2010 CMH/K2 Demo Week, in which guests got to test-run not-yet-released skis before they hit market, CMH Heli-Skiing has just announced the 2011 K2 Demo Week, March 12-19, 2011-and this year, in addition to a new pair of K2 skis, skiers may score a cameo in the next Warren Miller film.



From March 12-19, 2011 at the Monashees Lodge, CMH and K2 Skis will offer guests this unique opportunity to explore the best deep-powder skiing in the world on a seven-day backcountry ski trip, in addition to going "behind the scenes" to be a part of the testing and design of the next generation of K2 skis, to be released in fall of 2011. And this year, the legendary film crew from Warren Miller will be on hand at the Monashees Lodge filming for their 62nd film, to be released in the fall of 2011.

In a ski-lover's dream, guests will hang with K2 Factory Team athletes, go behind the scenes (and maybe even in front of the camera) with the Warren Miller film crew, get a say in the design of the next-generation K2 skis and indulge in a week of unparalleled skiing in some of the most pristine powder on earth. And the reward for all this "hard work"? A week of Heli-Skiing and a free pair of 2011-2012 K2 skis, once they are released in the fall of 2011.

The seven-day CMH/K2 Skis Demo Week in the Monashees, March 12-19, 2011, is priced at CAD \$8,940 per person, based on double occupancy, exclusive of taxes.

For more information and to book, please go to <http://cmhski.com/k2> or call 1-800-661-0252.

About CMH Heli-Skiing:

Offering heli-adventures since 1965, CMH is the world's oldest 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.

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