

Announcing:



Your Winter Starts Here!

November 4 - 6, 2011
Canada Olympic Park

WinSport Canada & Canwest Productions are excited to announce the very 1st Annual Calgary SnowFest!

An exciting new Winter festival encapsulating the Season - from skiing, to snowboarding and so much more, SnowFest will be Calgary's premiere winter event!

A unique partnership between WinSport Canada & Canwest Productions will bring SnowFest:

- Over **100 booths** featuring retail, travel & destination, skiing and boarding
- **The Southern Alberta Ski & Board Swap**
- **The Ski Pass Junction** – The one-stop-shop to get your seasons passes!
- **Sneak-a-Peak Friday** with an outdoor Colossal Vision Movie Premiere, bon fire, and fashion Show.
- **Double Diamond Saturday** with huge entertainment including Big Air Demos & Extreme Sled Tricks.
- **Family Day Sunday** with a pancake breakfast, contests & games for the kids, athlete appearances and more!
- **Plus \$1000s in prizing** – everything from WinSport luge and Zipline giveaways, to Season Passes!

SnowFest is also excited to team up with SnowSeekers as the official Media Partner, to make this a can't miss event.

"SnowSeekers is stoked to be involved in a festival that celebrates the return of the winter season. We work with powder filled destinations to help bring them more business and now being further involved in this event is only going to help create more excitement and opportunities to put butts in their seats." **says Jim Barr President, Seekers Media Inc.** *"And this year SnowSeekers is at the table with some new media potentials to take efforts a step further!"*

This November Canada Olympic Park will be the place to be! Chad Hasson WinSport Canada's Event Manager explains, *"Already the home to several winter sport world cups, athlete training and Calgary's only inner city ski and snowboard facility, WinSport Canada's Canada Olympic Park seems a fitting location to launch SnowFest. In November the Athletic Ice Complex will be transformed into a launching pad for the 2011/2012 season where all of Calgary can come to experience excitement of another Canadian winter!"*

Backed by many industry partners, including Sunshine, Resorts of the Canadian Rockies, Lake Louise, Mount Norquay, WinSport & SnowSeekers – this year's SnowFest will set the mark for one of Canada's biggest Winter Festivals!



winSPORT
CANADA



**Book your exhibit space now for this
November's SnowFest!
Early Booking Deadline is July 15th**

CLICK HERE FOR SNOWFEST APPLICATIONS --or--

**For More Information: www.CalgarySnowShow.com sales@canwestproductions.com
Phone: 1-800-626-1538 or 403-242-0859**