



Mt Seymour Media Kit 2011-2012 Season

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Table of Contents

A Letter from the General Manager	2
Mt Seymour Media Requirements & Contacts	3
An Introduction to Mt Seymour	4
NEW for the 2011-2012 Winter Season	5
Resort Statistics & Facilities	6
A Taste of Mt Seymour	7
Story Angles	8
Mt Seymour in the Media	9
Mt Seymour Legends	10
Area Map	11



Welcome to the 2011-2012 season at Mt Seymour

Mt Seymour has been the choice of outdoor enthusiasts for over 70 years. An easy drive from anywhere in Greater Vancouver carries you out of the city and into this pristine winter playground. From here, you can take in the breathtaking view of Vancouver, Washington State, and Vancouver Island. Since my family took over the operation in 1984, we have been proud to share the natural splendour of Mt Seymour with our guests and continue the long-standing tradition of providing each and every guest with a memorable mountain experience. Mt Seymour loves to share this experience. Whether our guests are seasoned pro riders or have never seen snow, we're excited to share it with you.

What makes Mt Seymour different?

Mt Seymour is Vancouver's starting gate to winter recreation. We offer something for everyone: skiing, snowboarding, snowshoeing, winter education programs, snowtubing, tobogganing, great food, and special events for the whole family. Mt Seymour's elevation and proximity to the Pacific Ocean provide the area with the most reliable and consistent snowfall in the region. While snow quality and quantity is important, our most recognized feature is a long-standing tradition of providing fun winter experiences for all ages!

A Winter Playground

Mt Seymour features the right blend of natural and enhanced terrain. Beginners feel welcome and safe on the many gentle slopes that make learning fun and easy. More advanced skiers and riders will appreciate the challenge and variety of the natural features and gullies, and our professionally sculpted terrain parks.

Mt Seymour's Ski and Snowboard School offers a wide variety of programs to meet the needs of new and progressing skiers and riders. The School embodies our proud tradition of safety, fun, and learning.

Snowshoeing, snowtubing, and tobogganing are exciting and accessible activities that are fun for the whole family or a group of friends. We offer over 10 kilometres of snowshoe trails, four lanes of snowtubing, and eight lanes of tobogganing.

New for 2011-2012

This upcoming season promises to deliver many exciting changes to Mt Seymour! Staff have been busy all summer implementing over \$500,000 worth of improvements to the resort, including the most recognizable change - an upgraded Goldie Meadows Learning Area! Please read further on in the Media Kit for more information on the upgrades. Mt Seymour also invested in a new state of the art Bison Snow Groomer, new ski and snowboard equipment, ticket systems, snowshoe equipment, and slope lighting as well as several building improvements. All improvements will enhance the guest's experience at Vancouver's local, family-run resort!

About the Media Kit

The 2011-2012 Mt Seymour Media Kit is a comprehensive guide to the essential information you need to prepare articles and reviews. We are always happy to host a personal visit, arrange interviews, and bring you on a mountain tour. Please call to arrange a fun and informative day at Mt Seymour.

Sincerely,

Eddie Wood
General Manager
Mt Seymour Resorts Ltd.
ewood@MountSeymour.com





Mt Seymour's Marketing Department is committed to supporting your needs. We facilitate visits, assist with information inquiries, offer story ideas, and ultimately endeavour to maximize your on-mountain experience. To make your visit as smooth and successful as possible, please review our guidelines and requirements.

Complimentary Tickets

Complimentary area passes are issued to media, photographers, and/or filmmakers directly responsible for producing a project or piece, subject to the discretion of the Marketing Department. To arrange for complimentary passes, please notify the Mt Seymour Marketing Department at least 24 hours in advance and tell us the purpose of your visit, your media affiliation, and the estimated time and date of your arrival. Upon arrival to the mountain, supply a letter on company letterhead for yourself and any applicable personnel from your editor, publisher, news director or producer. Please note that we do not allow unescorted media on the mountain. After your visit to Mt Seymour, please forward a copy of any resulting articles, videos and images to the Marketing Department for our files. For direct assistance, please call 604-986-2261 x212.

On-Mountain Assistance

Manoeuvring around Mt Seymour is best accomplished on skis or a snowboard. This will provide access to panoramic views of the ski area, the Fraser Valley, Vancouver, the Gulf Islands, the advanced terrain, and the Northlands Terrain Park. However, for those who may be unable to access the lifts, the Mt Seymour base area offers convenient access to the lower ski runs, Enquist SnowTube Park, Discovery Snowshoe Trails, tobogganing park, and Young Guns Terrain Park.

Interviews

The Marketing Department can assist you in soliciting and coordinating participants for interviews and/or on snow demonstrations of the many different snow sports activities and programs available at Mt Seymour.

Images and Logo Usage

Mt Seymour has access to a library of photos available for editorial purposes. Please contact us if you require photos of ski or snowboard action, lifestyle, events, and activities. When publishing the photo, ensure to include rider, photographer, and location credit. If you require a photo or the Mt Seymour logo, please contact us directly at 604 986 2261 x212.

Location Scouts/Photo Opts/Filming Venue

Mt Seymour provides an ideal setting for movie production, TV projects, and photo shoots. To arrange these, please call Ali Kains at 604.986.2261 x223 for details.

Media Contact Information

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Mt Seymour is pure Canadian West Coast. Located just 30 minutes from downtown Vancouver, Mt Seymour is situated on the east side of Vancouver's North Shore in Mt Seymour Provincial Park. Take in the breathtaking views of Vancouver, the Georgia Straight, Mt Baker, Washington State, and Vancouver Island. The ski area's proximity to the Pacific Ocean, an eastern aspect, and the highest base elevation in the region combine to provide the slopes with a generous average annual snowfall of over 1,000cm.

The ski area's 80 hectares of terrain, which includes 40 hectares lit for night skiing, features gentle slopes where beginners will progress rapidly and excel. Advanced skiers and snowboarders will discover challenges and hidden secrets within the area's naturally contoured slopes, gullies, tree runs, and terrain parks.

The Ski and Snowboard School has a celebrated history introducing new skiers and snowboarders to the slopes and has developed several popular single-day and multi-day programs. Programs are available for all ages and skill levels and include Bear Cubs, Mountain Riders, City Lights, and the popular Discover Lessons.

Freestyle progression continues at Mt Seymour with the development of four terrain parks. The Northlands Terrain Park contains advanced jump and jib features. The Young Guns Terrain Park offers a variety of features designed to introduce beginner and intermediate riders to the terrain park experience. The Pit Terrain Park has evolved as one of the most progressive, creative and fun terrain parks in the region over the past couple of seasons. This skate style jib section, which sees pros and beginners alike, has over a dozen features regularly rotated and mixed up to provide a constantly changing place to ride and film. The Mushroom Park, our beginner park, is located off the Goldie Rope Tow and is the ideal place for beginners and intermediates to learn the basic tricks or to master new ones. Filled with mellow jumps and jibs in a relaxed and comfortable area, the Mushroom Park allows riders to progress to the next level in a safe environment.

Mt Seymour also maintains extensive terrain for snowshoeing. Over 10 kilometres of marked and maintained trails can be found while exploring the Discovery Snowshoe Trails. Several guided programs are also available such as the popular Saturday evening Chocolate Fondue Tour, SnowFit and Baby & Me.

Snowtubing has quickly become an activity of choice for many guests. The Enquist SnowTube Park features four lanes of snowtubing fun, a 100m vertical drop, and a custom-built snowtube tow that eliminates the hike back to the top.

For groups looking to have a unique winter experience, Mt Seymour is the most affordable winter destination. Our multi-faceted group programs are designed to fit your group needs. Mt Seymour's meeting facilities are designed to accommodate a variety of functions from meetings, receptions, and dinners. The Enquist Lodge also offers facilities for groups looking to combine a unique winter experience with their event.

Mt Seymour is a one-stop winter activity centre. We are a family-run organization guided by a passion for the outdoors and for providing great value and exceptional service. With a long-standing tradition of providing each and every guest with a memorable mountain experience, whether you're seasoned pro or have never played in snow before, Mt Seymour welcomes you.



Major Improvements to the Goldie Meadows Learning Area

Mt Seymour is staying true to its reputation of being the premier place to learn and progress with skiing and snowboarding in the Lower Mainland.

Mt Seymour is focused on progression and the resort is taking major steps to contributing to a person's growth and lifetime passion of skiing and snowboarding.

New for the 2011-2012 season are exciting improvements to Mt Seymour's Goldie Meadows Learning Area. First, the resort is installing a new, completely covered 440ft Magic Carpet® lift to service the area. With this new lift, getting to the top of the slope is as simple as standing still, allowing an individual to feel safe and comfortable in the learning environment and with their abilities.

In addition to the new lift, Mt Seymour created a gentler, more consistent contour to the slope and a larger learning space for the Goldie Meadows Learning Area. These important changes also contribute to the safety of the learner and will aid in their progression at a faster rate.

With the new lift along with the gentle contoured slope, Mt Seymour has the best learning area in the Lower Mainland. They are large steps in helping with the progression of a person's ability and love for the sport. We are setting the learner up for success right at the start!

Benefits of the Covered Magic Carpet®

- The learner is not exposed to mountain elements which may hinder their learning process.
- Main focus is on getting to the top of the slope as easily as possible. There is no concern with falling off the lift.
- High level of safety for the learner.

Mt Seymour takes pride in being the place where Vancouverites learn to ski and snowboard and are working to continue that tradition!





Resort Statistics

Hours of Operation:	Late November to mid-April Weekends and Holidays: 9:00am-10:00pm Midweek: 9:30am-10:00pm
Runs & Terrain:	39 runs from beginner to expert (35% Green, 45% Blue, 20% Black)
Night Skiing:	12 runs lit for night skiing
Vertical Drop:	330m
Top elevation:	1,265m
Longest Trail:	1.6km
Total ski area:	80 hectares
Terrain Parks:	4 progressive freestyle terrain parks (Northlands, Young Guns, The Pit, and Mushroom)
Lifts:	5 lifts (3 double chairs, 1 covered Magic Carpet® (NEW), and 1 wonder carpet)
Average Snowfall:	1,000cm
SnowPlay:	4 snowtubing lanes and 8 toboggan lanes

Resort Facilities

The Rock Chute Inn Relax and enjoy a delicious breakfast, lunch, dinner or appetizer in this fully licensed family restaurant.

Grill Works Cafeteria For a quick meal in between activities, select from a variety of options including burgers and fries, pizza, sandwiches, snacks and more.

Whiskey Jack Room Located in the Three Peaks Lodge, a warm seating area to enjoy your own lunch brought from home.

The Seymour Store Located in the entrance of the Rental Shop, The Seymour Store stocks everything you need to enhance your visit.

The Rental Shop Offering the latest in ski and snowboard equipment to rent for the day or evening. Winter clothing is also available for rent.

Ski and Snowboard School The Ski and Snowboard School offers unique single day, private, child and adult programs, and special group lessons for all ages and abilities.

The Snowshoe Adventure Centre For those looking to get out into the snow, the Snowshoe Adventure Centre is available for trail tickets, snowshoe rentals, and information.

Shuttle Service Operating multiple times a day, a shuttle service is available from Parkgate Shopping Mall and from Lonsdale Quay in North Vancouver.

The Earl Pletsch Meeting Room An elegant meeting space to host a corporate retreat, group function, special dinner or important meeting.

The Enquist Lodge Located in the SnowPlay area, the Enquist Lodge offers a warm seating area where guests can relax and enjoy a snack in Harold's Cafe. The Lodge also offers facilities for groups looking for a unique venue.





Mt Seymour is a full-service winter activity centre. Open from the end of November to mid-April, we offer something for everyone, from the young to the young at heart.

Downhill Skiing and Snowboarding

Mt Seymour offers a variety of terrain for those just learning to the seasoned expert. The ski area's terrain features gentle slopes where beginners will progress rapidly and excel. Advanced skiers and snowboarders will discover challenges and hidden secrets within the area's naturally contoured slopes, gullies, tree runs, and terrain parks. 12 runs are also lit at night for night skiing and riding.

Ski and Snowboard School

Ask any Vancouver area resident where they learned to ski or ride as a child and most will say "Mt Seymour!" Mt Seymour operates the longest running professional Ski and Snowboard School on the North Shore, offering single day lessons such as the popular Discover Lessons and Private Lessons, in addition to multi-day lessons for kids and adults such as Bear Cubs, Mountain Riders, and Ladies Club.

Terrain Parks

Mt Seymour's proudest features are our 4 progressive Terrain Parks. With roots in building the snowboard culture in the Lower Mainland, Mt Seymour's terrain park program has evolved over the past decade to become one of the most recognized in the area. Each year Mt Seymour helps more riders perfect their game through our progressive terrain parks, lesson programs and events.

Snowshoe on the Discovery Trails

Explore Mt Seymour's winter wonderland on snowshoes! With 10km of marked and maintained alpine trails, Mt Seymour offers dedicated snowshoe trails for guests to explore either on their own or on a Guided Interpretive Tour. Popular guided tours include the Discovery Tour, SnowFit, Baby & Me, and the Evening Fondue: A Chocolate Indulgence. Snowshoe rentals are also available.

SnowTubing and Tobogganing

Not just for kids! Remember your old sliding days? Get a few of your friends and get back on the slippery slopes for a super fun ride. With the sun on your face and the breeze running through your hair, you'll be giggling and shouting with glee each time! Families love it as they watch their kids have the best time in their lives.

Events

Mt Seymour plays host to several ski and snowboard slopestyle events, races, and family event during the winter season, some gaining national and international attention. Come out and watch both professional and amateur athletes compete and enjoy the music and atmosphere of a ski or snowboard event. For full event listings, visit MountSeymour.com.

Corporate and Group Facilities

Companies can have fun too! With the Earl Pletsch conference room and group space in the new Enquist Lodge, groups can host corporate retreats, group functions, special dinners or important meetings, and then hit the slopes for an afternoon!



Mt Seymour: A Family-Owned Mountain Rich with History

In an industry of corporate mountains, Mt Seymour is proud to be a family-run organization rich with history. Since 1984, the Wood family has owned and operated Mt Seymour and prides themselves on staying true to the mountain's roots and creating a welcoming family atmosphere. This philosophy is carried out through the whole organization.

Mt Seymour Offers the Region's Longest Running Ski and Snowboard School

In the late 1940s, Mt Seymour pioneered the teaching of ski lessons to enthusiasts who made the trek from the Mushroom parking lot. In the 1980s, the first snowboarding lessons were taught amid the curious stares of passing skiers. Today, Mt Seymour has become known as the place where Vancouver learns to ski and snowboard and continues to produce a high level of talent.

Mt Seymour Offers the Most in Family Fun

Families visiting Mt Seymour can experience the most exciting winter activities at an affordable price. Whether you spend the day skiing or snowboarding, an afternoon exploring the snowshoe trails, or you want to experience the thrill of the SnowTube Park, families have the opportunity to spend quality time together in Mt Seymour's winter wonderland. It is an inexpensive way to get out into the snow and do something the whole family will enjoy.

Mt Seymour Terrain Parks: Raising Professional Snowboarders

Mt Seymour has a reputation for being progressive in the snowboard industry, especially with terrain parks. Many talented snowboard and skiing professionals got their start in the Mt Seymour Terrain Parks and have now received national and international notoriety through their involvement in numerous world-class events. Mt Seymour provides these athletes with support, training facilities, an office (the mountain), and a place to call home.

Snowshoeing: A Way to Keep Fit and Have Fun

Snowshoeing is not only a way to enjoy the snow, it is also a way to keep fit while having fun. Whether you want to achieve your New Year's goals or simply participate in a fun activity, snowshoeing will get your heart pumping! Programs such as SnowFit and Baby & Me have quickly become people's favourite way to get involved with snowshoeing.

Evening Fondue: A Chocolate Indulgence: Explore Mt Seymour with a Treat

Mt Seymour's Chocolate Fondue Snowshoe tour is one of Vancouver's most popular ways to enjoy the snow while indulging in a decadent chocolate fondue. Journey through the snowy forest with your guide and enjoy tales of nature and the outdoors. The tour takes you through peaceful rolling trails to a specially sculpted snow lounge where you'll enjoy a delicious Belgian chocolate fondue with fresh fruit.





"And so the legend grew. Along with it grew the scene, due to Mt Seymour's early acceptance of snowboarders at a time when other resorts were shunning them. Add the plethora of natural hips and gullies as well as night riding, and you have the makings of a snowboard haven."

Gerhard Gross, Snowboard Canada Magazine

"It took me a couple of years of traveling around the world to realize that I was sitting on a gold mine so close to home."

Jorli Ricker, former Professional Snowboarder, IMAX cinematographer

"They keep it real in a world of corporate resorts. It's amazing Seymour has accepted so many different characters over the years. The mix of real people is what makes it special."

Evan Chandler-Soanes - Photographer, Frequency - The Snowboarder's Journal

"Owned by one family who ride with pride, Seymour is that rare mountain where locals actually feel like part of the organization."

Colin Whyte, Snowboarder Magazine

"Seymour is a reminder of how skiing can steal you away, even if in the most simple of ways, from the simplest of problems."

Jordan Manley, Skier Magazine



Mt Seymour has been a long-time supporter of amateur and professional ski and snowboard athletes. Many Seymour Team riders have received national and international notoriety through their involvement in events such as the Vans Triple Crown, X-Games, Boardroom Slopestyle, World Ski and Snowboard Festival, and Gravity Games, as well as extensive coverage in print and video publications. Here are some of Mt Seymour's riders and skiers who have made a name for themselves.

Devun Walsh Devun, an original member of Seymour Kids crew, is huge in snowboarding and has been for over 15 years. Devun currently runs Wildcats, a snowboarding production company, and continues to be influential in the snowboarding industry. Devun appeared in many snowboard movies and competed in events such as the X-Games and won the Canadian Juniors Slopestyle competition.

Kevin Sansalone Kevin has been snowboarding for over twenty years and has been completely involved with every aspect of the sport, from competing, filming and marketing, to snowboard construction and design. An original member of the Seymour Kids crew, he's won a gold medal at the Winter X-Games, and he's taken first place for his boarding creativity at several other events as well. Kevin now runs Sandbox, a snowboarding production company.

Roberta Rodgers Roberta has accomplished many athletic achievements including contest wins, video parts, interviews and editorial coverage. She was also heavily involved in the business aspect of snowboarding by helping to run the first all women's snowboard company as well as having involvement in the design and development of various snowboard products for women. Currently running Infamous Management, a talent agency focused on snowboarders, Roberta works closely with the athletes to make sure they have the best opportunities to reach their goals.

Jorli Ricker As a former member of the Canadian National Snowboard Team, Jorli became one of the most consistent riders in the world, competing on the World Cup tour and barely missing the cut for the Canadian Olympic Team. Jorli also partnered up with Jacques Roiseux from Adventurescope Films, where together they filmed, edited, and produced a film called Freedom.

Max Jenke Sponsored by the age of 16, former pro-snowboarder Max Jenke has appeared on many snowboard magazine covers and in movies, filming with the Wildcat crew. In 2001, Max started Endeavor Snowboard design which he currently still runs.

Derek Wintermans Derek Wintermans is a snowboard cross racer, a school teacher, and a public speaker and has proven to be one of the best snowboard cross riders in Canada. With 21 years of snowboarding experience, Derek has been able to travel the world representing Canada competing as a Snowboard Cross Athlete.

Wayne Wong One of Canada's earliest pioneers in Freestyle skiing, Wayne Wong was recently inducted into the Canadian Ski Hall of Fame. Wayne had an electrifying and innovative style of skiing that gave him wins in every "Stunt and Ballet" competition he entered. His unique style and signature moves, including the legendary "wong-banger" made Wayne Wong's name synonymous with Freestyle skiing, and as a result, he was voted one of the 25 most influential people in Skiing Magazine's 50th anniversary issue.



