



FOR IMMEDIATE RELEASE

Horseshoe Resort host's the largest Ski and Snowboard Festival in Ontario

BARRIE, ON (March 7, 2011)

Horseshoe Resort- Barrie Ontario.

Horseshoe Resort is excited to announce it will host the Horseshoe Open Ski and Snowboard Festival this March 11 and 12 at Horseshoe Resort just one hour north of Toronto.

The Horseshoe Open Ski & Snowboard Festival is Canada's newest and Ontario's largest ski and snowboard festival. This two-day festival will host some of Canada's best skiers, snowboarders, photographers, DJ's and the coolest pro rider after parties of the year. The three event contest features a Slopestyle, Rail Jam and Pro Big Air contest.

"The team at Horseshoe is extremely excited about the Horseshoe Open" says Peter Cowley, General Manager of Horseshoe Resort. "We have had a renewed commitment to drive major game changing events to Horseshoe not only for the participants but for the Guest's of the resort who received and enhanced experience by being able to be a spectator at these exciting events."

The Horseshoe Open is supported by Coors Light, Ford, Pepsi, 102.1 the Edge, Electric, SBC Skier Magazine and Snowboard Canada Magazine. Participating snowboard demo village brands will include Electric, Nomis, Technine, Oakley and Snowboard Canada Magazine.

For more information, visit horseshoeresort.com.

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About Horseshoe Resort

Horseshoe Resort, named for the horseshoe-shaped series of hills in which the resort is nestled, is located north of Barrie, just over an hour away from the Greater Toronto Area. The resort is the Ontario's destination for outdoor adventure, offering an Adventure Park, two award-winning golf courses, 26 ski runs, six lifts, super-pipe, expanded terrain park and over 35 km of groomed Nordic and hiking trails.

Horseshoe also offers children's programming, Yamaha Riding Adventures, Segway Adventures, Treetop Trekking, and more. The Inn at Horseshoe features 101 rooms; a conference centre; upscale dining at Silks Dining Lounge. The Inn also is home to Shizen Spa and Salon, which blends the latest holistic techniques with classic spa treatments. For more information, please visit: www.horseshoeresort.com

Winter Highlights:

- 26 ski runs featuring 92 m of vertical drop
- 35 km of groomed Nordic trails
- Outdoor skating rink
- Terrain Park with an all-new Progression Park
- Super-Pipe
- Snow Tubing with a 'magic carpet' lift and six chutes
- Ski school program

Summer Highlights:

- Two 18-hole golf courses: The Valley and The Highlands
- Aqua zorbing by OGO
- Harness zorbing by OGO
- Ridge top mini-golf
- Downhill Mountain Biking
- Skate park
- 32' foot outdoor climbing tower
- Summer Tubing with a 'magic carpet' lift and three chutes
- Off-road Segway Tours
- Treetop Trekking

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