



**For Immediate Release:**

**Horseshoe Resort to Open Wednesday, December 8<sup>th</sup>  
Barrie Ski Resort Adds Features, Expands Programs**

**(BARRIE, ON) December 6, 2010** – Horseshoe Resort, Ontario’s Base Camp for Adventure, has some exciting new treats in store for the thousands of snow sports enthusiasts who will soon be feeling the rush as they descend its slopes.

“The team at Horseshoe is extremely excited about the upcoming winter season,” says Peter Cowley, General Manager of Horseshoe Resort. “We had originally hoped to open on December 4<sup>th</sup> but unfortunately the weather did not cooperate. We’ve since revised our opening date to December 8<sup>th</sup>, and we are hoping to see lots of snow and plenty of people enjoying our new attractions.”

In addition to a new Alpine run – dubbed ‘Zipper’ in a poll voted on by the resort’s Facebook fans – other enhancements to the Horseshoe experience include expanded Kids’ Korral and ski school programs; six snow tubing chutes serviced by a ‘magic carpet’ lift; a large bonfire area; two popular Adventure Park attractions (Zip Flyer and Climbing Tower) that will remain open for most of the year; as well as two new features in the terrain park.

The first of the two new features, a pool bowl, is unique to Horseshoe and not found at any other terrain park in the region. This feature emulates the concave contours of a concrete swimming pool, a surface favored by skateboarders. With the creation of this innovative feature, Horseshoe’s snow riders can now enjoy the same thrills as their wheeled counterparts.

The second addition to the terrain park is also borrowed from skateboard culture – namely, a garbage dumpster. Urban features are currently all the rage in terrain park design, and this one allows riders to jump over the dumpster or slide along the top rails. Like the recently-added pool bowl, this specially-constructed feature is exclusive to Horseshoe and not found at any other terrain park in the region.

“We are fortunate to have truly passionate and creative personnel at Horseshoe Resort,” adds Cowley. “Their energy, enthusiasm and dedication to the culture are what make Horseshoe so popular with avid enthusiasts.”

Situated in a natural snow belt and surrounded by majestic forests and scenery, Horseshoe Resort is one of Ontario’s favourite winter destinations for families and adventurers alike, offering 26 Alpine runs and more than 35 km of the best cross-country trails in the province.

For more information, please visit [www.horseshoeresort.com](http://www.horseshoeresort.com)

### **About Horseshoe Resort**

Horseshoe Resort, named for the horseshoe-shaped series of hills in which the resort is nestled, is located north of Barrie, less than an hour away from the Greater Toronto Area. The resort is the ultimate place for adventure, offering the Adventure Park, two award-winning golf courses, 26 ski runs, six lifts, superpipe, expanded Terrain Park and over 35 km of groomed Nordic and hiking trails. Horseshoe also offers Kids' Korral programming, Yamaha Riding Adventures, Segway Adventures, Treetop Trekking, and more. The Inn at Horseshoe boasts 101 rooms; a conference centre; upscale dining at Silks Dining Lounge; and Shizen Spa, which blends the latest holistic techniques with classic spa treatments. For more information, please visit: [www.horseshoeresort.com](http://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
- Superpipe
- 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 orbing by OGO
- Harness orbing by OGO
- Ridge top mini-golf
- Downhill Mountain Biking
- Skateboard park
- Mountain bike rentals
- Summer Tubing with a 'magic carpet' lift and three chutes
- Off-road Segway Tours
- Treetop Trekking

#### **Year-Round Activities (except for November and April):**

- Horseback riding
- Zip Flyer
- Climbing Tower
- Yamaha Riding Adventures
- Kids' Korral

### **About Skyline**

Skyline International Development Inc. ("Skyline") is a real estate development and investment company founded in 1998 by Gil Blutrach, Ernst and Young's 2004 Entrepreneur of the Year. The Skyline brand is Canada's leading creator of lifestyle enhancing properties, including The Pantages Hotel Toronto Centre, The Cosmopolitan Hotel and Residences, The King Edward Hotel, Horseshoe Valley Resort and the Port McNicoll marina community development. In addition to its hotel and resorts, Skyline is the largest shareholder of the One Stop Media Group, the leader in the development and sale of private digital networks to mass transit systems, hotels and shopping malls. In 2008, Skyline purchased the land for the development of the Skyline Tower, which will comprise 624,000 square feet of office, hotel and condo suites in the heart of downtown Toronto. Skyline's shareholders are two public companies Mishorim & ILDC, both traded on the Tel-Aviv stock exchange (MSHR, ILDC). For more information, please visit: [www.skylineinvestments.com](http://www.skylineinvestments.com)

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