



**For Immediate Release:**

**Horseshoe Resort Hosts Rome Snowboards' Premature Jibulation  
Seventh Annual Snowboard Competition to be held December 18th**

**(BARRIE, ON) December 16, 2010** – Horseshoe Resort, Ontario's Base Camp for Adventure, will host the ninth leg of Rome Snowboards' Premature Jibulation event series on Saturday, December 18, 2010.

For the uninitiated, 'jibbing' can be loosely defined as "the act of maneuvering a skateboard or snowboard in a tricky manner on top of and around structures such as stumps, rocks, stairs, railings, rooftops, etc."

Premature Jibulation celebrates the beginning of snowboard season with a series of competitions held in terrain parks across North America that emphasize style and technique as riders attempt to negotiate various man-made features in mock urban environments. They are termed 'premature' because the events are held early in the season, before base snow has had a chance to sufficiently accumulate.

"We are very excited to be hosting the only Premature Jibulation event to be held in Ontario this year," says Christine Jamieson, Horseshoe Resort's Vice-President of Marketing and Public Relations. "It's a pleasure for us to partner with Rome Snowboards, an innovative brand that is very popular with Horseshoe's riders. And of course, we're extremely proud to be showcasing our terrain park, which boasts several new features this year. Our entire team has done an unbelievable job putting everything together."

The course for the event will consist of several rail, box and stairway features that will demand maximum creativity from more skilled riders while also allowing less experienced participants to gradually ramp up the level of difficulty.

Registration for the competition, which is open to snowboarders of all ages with terrain park experience, will take place in the Alpine Room main lodge between 8:30am and 10:30am. The event will be held at the base of the Mare ski hill between 11:00am and 4:00pm. Helmets are mandatory for all competitors.

There is a \$10 registration fee for the event, and a \$25 lift ticket must also be purchased in order to participate. Prizes will include Rome snowboards, bindings, and other merchandise.

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 2007, Skyline purchased the land for the development of the Canada 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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