



5 Bowls of Plenty: Located in the spectacular Canadian Rockies in British Columbia, Fernie Alpine Resort is a skier's and snowboarder's dream featuring 2504 acres of varied terrain for all abilities and 5 alpine bowls - the most in North America! An annual snowfall of over 29ft and warm temperatures create soft, natural snow conditions across the 5 bowls. A unique ski destination with an authentic ski town minutes away with friendly locals and loads of local history and culture to absorb. With a variety of lodging options from ski-in/ski-out chalets to 5-star hotels, your experience is only limited by your sense of adventure.

Claims to Fame:

- The most bowls in North America with 5 Legendary Alpine Bowls
- Over 29ft of annual snowfall with warm temperatures that keep the natural snow conditions soft
- The legendary Griz, Sasquatch, and Ghost Rider are all believed to live here
- Infamous for 'Best Après' and the long running Kokanee Snow Dreams tradition in Fernie Alpine Resort's own legendary Griz Bar, known for "Keepin' Rippers Ripped Since 1962".
- Named the "Coolest Town in North America" – Rolling Stone magazine
- 2010 host site to the National Avalanche Awareness Days
- Key venue on both the Jr & Sr. Freeski circuit, hosting 100's of competitors annually.
- Lost Boys Café is one of the highest ski resort restaurants in the Canadian Rockies, and sits at 5662 feet with delicious treats to enjoy while taking in the impressive views of the Elk Valley and beyond.
- Authentic ski town with friendly locals, loads of history and folklore, quaint shops, unique restaurants and cafés, and a classic ski-town nightlife atmosphere.
- One of the largest lift-accessed bike trail networks in Western Canada with a total of 37 trails.

Key Resort Statistics:

Legendary Powder - 29 feet + (875cm +) of average snowfall each season.

Legendary Terrain – 5 HUGE alpine bowls featuring 2,504 acres of skiing

Trails: 112 runs ranging from beginner to expert

Terrain Breakdown: 30% Beginner, 40% Intermediate, 30% Advanced / Expert

Base Elevation: 1068m / 3500ft

Top Elevation: 1925m / 6316ft

Vertical: 857m / 2816ft

Longest Run: 5km / 3 miles, Falling Star

Nordic Skiing: 14 km of groomed and track-set trails

Total Number of Lifts: 9 - 2 high-speed quads, 2 quad chairs, 2 triple chairs, 2 surface lifts

Season: Early December to Mid-April

Lift Operation: 9am – 4pm





Resort Services:

Daylodge – Cafeteria & open eating area

Base Area Dining - Kelsey's Bar & Grill, Griz Bar, Slopeside Coffee & Deli, Corner Pocket Brasserie, Lizard Creek Lounge & Dining Room, and Big Bang Bagels

On-Mountain Dining - Lost Boys Café (upper mountain), Bear's Den (mid-mountain)

Grocery – Mountain Pantry

Rentals – Full range of ski and snowboard equipment featuring HEAD

TELUS Winter Sports School - offers a number of child and adult programs for skiers and riders of all ages and levels.

Sporting Goods & Souvenirs – Sports Alpine Boutique (Lizard Creek Lodge & Village Base)

Childcare - TELUS 'Resort Kids'

Activities:

Mountain Tours - An introductory tour around the mountain helping familiarize guests with the unique terrain of Fernie Alpine Resort. Approx. 1.5hrs.

First Tracks – Be first on the mountain with lift access 1 full hour prior to mountain opening and the expertise of a top guide.

RCR Rail Park – Multiple lines for improved progression of rail and box features. Novice through to expert riders.

Minute Maid Wilderness Adventure Park – Children can discover skiing while exploring this fun area and uncovering animal cutouts of bears, mountain goats, wolves, lynx, ravens and wolverines.

Cross-Country Trails - 14 km of groomed and track-set trails

Weekly Activity Schedule – Kids' Après, Geocaching, and Cowboy Camps

In the area: Heli & CAT Skiing, Snowshoe & Snowmobile Tours, Dog Sledding, & Sleigh Rides

Getting Here:

Fernie Alpine Resort is located in southeastern British Columbia, in Western Canada. Located conveniently close to the Canadian Rockies International Airport in Cranbrook (1.25 hour drive), and a comfortable 3-hour drive from the city of Calgary and the Calgary International Airport. Located on Highway 3, known as the “Powder Highway”, Fernie is in the heart of the Elk Valley, in the spectacular Lizard Range of B.C.’s Rocky Mountains. Fernie is also just a 2-hour drive from Kalispell, Montana and a 4-hour drive to Spokane, Washington.





WHAT'S NEW 2010-11

Fernie Alpine Resort celebrated an epic season last year with great skiing in the 5 alpine bowls thanks to implemented enhancements including an extensive run improvement program, incredible new on-mountain signage, and an enhanced trail map that now hi-lights the diverse terrain across the 5 bowls. Other exciting additions last year were the introduction of new events such as 80's Weekend and the Family Talent Event as well as a weekly activity schedule for families to enjoy.

On-Mountain

- Run enhancements and improvements continue this year with the blasting of the "Sky Dive" traverse which will result in easier access to this run. Significant brush cutting has been made on Boomerang, Boomerang Ridge, and Lynda's Run. Tree glading between Cruiser and Cedar Center has opened up some great looking lines of intermediate glades. Fallen wood clean up in the the Bear Chutes (which lead off the Bear into Boomerang) has made a huge difference in how open these glades will ski. With Lynda's and Boomerang cleaned and opened up, the Bear side will now be the place to go for first runs on a powder day. Something the "Old Side Skiers" will truly appreciate.
- In addition to major run enhancements, skiers and snowboarders will notice a well maintained snow surface thanks to the help of 2 new grooming CATS in the fleet, including a Winch CAT. This is in addition to the two new CATS that were added to the fleet last year.
- Other on-mountain changes will be noted by those familiar with run names as the dedicated race training run "Spruce" (Cedar Bowl) has been renamed to "Emily's" in honour of Olympic skier and Fernie local, Emily Brydon.
- Addition of several new boxes and rails in the RCR Rail Park that will add variety and challenge to the park.

Activities & Events

- Family Private Lesson Program - Have fun learning to ski or snowboard as a family! Up to 5 family members can participate.
- Enhancements and fun programming in the learning area, the Minute Maid Wilderness Adventure Park, including: a grand entranceway, parent social area, and additional ski animation such as cut out trees and teepees, a CPR tunnel, and a Teck Coal Miner tire for kids to ski around and through.
- NEW Mystery Monster Energy Event (Mar 19-20) – details TBA

In the Area

- Picnic Restaurant & Social (www.picnicrestaurant.ca) is the latest and greatest in town. Enjoy this cozy, quaint environment while indulging in delicious organic and rustic ingredients with a bistro-style twist alongside an extensive selection of wines and cocktails. 701 2nd Ave, Fernie, B.C. 250/423-7666
- A new flight schedule from Air Canada now makes it easier than ever to ski Fernie Alpine Resort from Australia. The adjusted schedule will now allow for a quick connection in Vancouver from Air Canada Flight AC34 (SYD-YVR) to Air Canada Flight AC8213 (YVR-YXC) for easy access directly into the Canadian Rockies International Airport in Cranbrook.



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2010- 2011 Events

Kinky Rail Jam – Jan 15
Cardboard Derby – Jan 23
Kokanee Snow Dreams – Jan 29-30
Junior Freeski – Feb 5 & 6
Senior Freeski – Feb 25-27
Dummy Downhill – Mar 6
NEW Mystery Monster Energy Event – Mar 12-13
Kokanee 80's Weekend - Mar 19-20
Fernie's Got Talent Family Event - Mar 26-27
Powder, Peddle, Paddle Relay – Apr 9
Femival - Apr 16-17

Key Story Angles:

Legends Abound in Fernie - On those deep powder days, you might just wonder if those legends are real? The Griz, Ghost rider & Three Sisters are stories that must be heard over a cold Kokanee and by a warm fire after a magical day of skiing. Even a Fairy Tale Trail brings wonder and mystique to the mountain. Walk through the twinkling lights, across a hidden bridge over a babbling brook and listen to the warm night wind whispering secrets of Fernie's legend and lore in your ear.

And Speaking of Legends - Meet some of the legendary folk of Fernie. Whether it's the ski bum that has been living the dream for 30 years or a dedicated ski patrol who helps ensure safety at one of the snowiest ski resorts around. It's all about real people, powder and passion. Tour real and authentic ski towns of the B.C Interior. Fernie is the "Coolest Town in North America" (Rolling Stone Magazine, 2000).

Taking a Powder Day - Steep and Deep Camps help skiers master the deep stuff or head out for First Tracks and enjoy your own private powder. With First Tracks, you can load the lifts a full hour before opening with an experienced guide and head out for a Winter Wonderland morning. Other powder escapades include world-famous cat-skiing, dog sledding, snowmobiling, and snowshoe safaris.

Wake Up To a Snow Dream - Fernie's Annual Powder Celebration, Kokanee Snow Dreams attracts its fair share of skiers and sasquatches. As the sun goes down on another powder-perfect day, things have been known to heat up in Fernie Alpine Resort's own legendary Griz Bar, known for "Keepin' Rippers Ripped Since 1962".

For more information or to arrange a press trip, call: 1-800-258-7669 or email: information@skifernie.com



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