



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 over 2504 acres of varied terrain for all abilities and 5 alpine bowls – the most in North America! Ski The Peak in Fernie on the NEW Polar Peak Lift, installed last season at Fernie Alpine Resort, with an annual snowfall of up to 37 feet and warm temperatures creating 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
- Up to 37 feet 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 - 37 feet (11m) of average snowfall each season.

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

Trails: 142 runs ranging from beginner to expert

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

Base Elevation: 1068m / 3500ft

Top Elevation: 2149m / 7050ft

Vertical: 1082m / 3550ft

Longest Run: 5km / 3 miles, Falling Star

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

Total Number of Lifts: 10 - 2 high-speed quads, 2 quad chairs, 3 triple chairs, 2 surface lifts

Uphill Capacity – 14,916 skiers/hour

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)

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:

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

Events Every Weekend – Visit the Events Calendar Online for a full schedule of the seasons events.

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.

For More Information or to arrange a Press Trip, please contact: Media@skircr.com

What's New in 2012.2013

- *NEW Records to break!* Last season saw a storm that dropped 5 feet in 30 hours – can we top that this season?
- *Return of the Junior Freeski Series.* Fernie Alpine Resort is slated to be part of the biggest National Freeski Series, also added is Kimberley Alpine Resort, Nakiska Ski Area and Kicking Horse Mountain Resort to the circuit.
- *NEW Polar Peak Lift.* The Polar Peak lift installed last season opened up a new world of terrain, it will continue to open up new terrain through allowing Patrollers to more easily access parts of the mountain to manage snow control.
- *NEW Enhancements to [Mobile Site](#).* Get up to the minute Lift & Bowl Status and now also Web Cam, Weather, Event Info and the latest News Items & Photos from the resort.
- *Video Viral Sensation.* Local videographer Dylan Siggers created some epic Fernie Alpine Resort videos this season creating instant viral sensations, helped by the record snowfalls, Dylan's two main videos "February 26th – 90cms!" & "Kootenay Influence – Episode 5, January 17th" received over 200,000 views. See the videos on Fernie Alpine Resorts [YouTube Channel](#).
- *NEW Multi-Resort Ticket & Resort Addition.* Kicking Horse Mountain Resort joined the Resorts of the Canadian Rockies family last ski season, this year we are happy to offer a brand NEW Powder Pass Lift Ticket – allowing you to ski Fernie Alpine Resort, Kicking Horse Mountain Resort and Kimberley Alpine Resort all on one lift ticket.
- *NEW Season Pass with Additional Resort.* You can now ski 4 great resorts on one season pass, the RCR Rockies Season Pass will include Kicking Horse Mountain Resort, Fernie Alpine Resort, Kimberley Alpine Resort and Nakiska Ski Area next season. For More Information visit the [RCR Webstore](#) Online.
- *NEW Movie Set.* Fernie Alpine Resort will once again be featured as the backdrop for a major motion picture, this time, it's The Movie Out Here – the Kokanee Movie will be filmed in town and in resort.
- *NEW Kids Trails & Minute Maid Learning Centre Enhancements.* It's the most excitement a kid can have at a ski resort with kid's trails through the woods for exploration & play! The Minute Maid Wilderness Adventure Trail will be tops on the little explorers lists to do, plus with the new educational twist, parents will love them too!
- *NEW Aerial Playground & Zipline installed for Fernie Legendary Summer.* Summer 2012 brought a NEW exciting activity to the Legendary Summer in Fernie, both an Aerial Playground and Zipline were installed bringing tree top drops, nets and bridges for any thrill seeker in Fernie to try.
- *NEW Social Media & Resort Blogs.* Fernie Alpine Resort can now be found on Facebook, Twitter, Google +, YouTube, Instagram and Foursquare. Powder Matt can be found for questions and skiing tips on Facebook, Twitter, Google +, YouTube, Instagram, Four Square and Pinterest. You can also hear directly from our Ski School Team on the Winter Sports School Blog! Visit the [RCR Connected Website](#) for all links!
- *NEW Monster Energy Event.* Stay tuned for more information on this end of season event at Fernie Alpine Resort, it's sure to be one of the biggest events in the Rockies!
- *NEW Big Concert & Slope Soaker Year End Events.* Fernival is now a long running tradition in Fernie, bringing the town their big concert of the year to celebrate the end of the ski season, now also featuring a long running ski bum tradition – a Pond Skimming event branded the "Fernie Slope Soaker" that is definitely a perfect year end kicker to the perfect ski season!

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Story Ideas

- **Powder Packed Dream Turned Reality** – Fernie Alpine Resort receives up to 37 Feet of Powder each ski season.
- **Mid Life Growth Spurt** – Fernie installed the NEW Polar Peak lift last season opening up new terrain at the summit of Fernie! Visit our [Mountain Stats Website](#) for more information.
- **50 Year Milestone** – in 2011.2012 Fernie celebrated 50 Years of skiing. Visit the Fernie [50 Year Webpage](#) for more information about last year’s celebration!
- **True Winter Playground** – the most Bowls (5 Huge Alpine Bowls), Most Runs, Most Snow and Biggest Vertical in the Rockies. Visit our [Mountain Stats Website](#) for more information.
- **Legends Abound in Fernie** – The Griz Legend is credited with bringing Fernie its Legendary Powder each season. Fernie is also home to the Legend of the Ghost Rider. Find out more information on the [Tourism Fernie Website](#).
- **Authentic Ski Town** – Voted the “Coolest Town in North America” by Rolling Stone Magazine, Fernie’s town has a real ski town atmosphere where you’ll find traditional small town bars and pubs crammed with ski bums living the ultimate winter snow dream. Visit our [Media Centre](#) for a full list of Awards & Accolades.
- **Wake up to a Snow Dream** - Fernie has a jam packed events schedule, everything from live concerts, to Rail & Ski/Board Cross comps, Family Festivals, RETRO parties and the annual Kokanee Snow Dreams Party, repeatedly voted the Best Party by Ski Magazines. Find the Full Schedule on the [Online Events Calendar](#).
- **The Friendliest Place on Earth!** Voted the friendliest place on earth by [www.greatoutdoors.com](#). Fernie, where the beer is brewed locally, but the server who brings it to you may be imported, you will feel at home here.
- **The Locals** – the town of Fernie is known for having extremely passionate locals, referred to by how many generations the family has been in Fernie, you will find a huge number of interesting characters, ski bums and people with a wealth of knowledge about the area.
- **Take a Powder Paradise Day** – Fernie offers a number of unique programs to experience all aspects of Fernie’s terrain including the Steep & Deep Camp or the First Tracks Experience. Visit the [Ski School Website](#) for more information.
- **Huge Variety of Ski in/Ski Out Accommodations** – Fernie features one of the largest varieties of Ski In/Ski Out convenience, everything from Hotel Style to Mountain Homes; you will find what suits your needs in Fernie. With vacations booked directly through the same company you can trust in your booking agent and website to deliver what you’ve asked for! Visit [RCR’s Vacation Website](#) for all information or to Book Online.
- **Just One Stop on the Powder Highway** – Fernie Alpine Resort is located on the “Powder Highway” – tour the authentic ski towns and resorts of the Kootenay Rockies in B.C – other RCR resorts on the Powder Highway are Kimberley Alpine Resort and Kicking Horse Mountain Resort.
- **Best Après** – The Griz Bar was voted the best Après through a visitor’s poll on [www.snowseekers.com](#). As the sun goes down on another powder-perfect day, things have been known to heat up in Fernie’s own legendary Griz Bar, known for “Keepin’ Rippers Ripped since 1962.”
- **Closest Ski Resort to Two International Airports** – Fernie Alpine Resort is conveniently located only 3 Hours away from Calgary International Airport (YYC) and 1 Hour Away from the Canadian Rockies International Airport (YXC) – this year with new flights from Fort McMurray. Visit the [“Getting Here”](#) Section On our Website for info.

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Awards & Accolades

2011-2012

- Named in Worlds 25 Best Ski Towns - **2012** - *National Geographic* - http://adventure.nationalgeographic.com/adventure/trips/best-ski-towns-photos/#/fernie-resort-british-columbia_47304_600x450.jpg.
- Best Winter Trip of 2012 –**2012** – *National Geographic* - http://travel.nationalgeographic.com/travel/best-trips-winter-2012/?mid=54#/fernie-ski-resort_44661_600x450.jpg.
- Kokanee Snow Dreams named Hottest Slopeside Party of **2012** – *whereiski.com Blog 2012* - <http://www.whereiski.com/blog/2011/12/2012s-hottest-slopeside-parties-previewed/>.
- Best Terrain Expansion in Centuries (Polar Peak Lift) – **2012** – *Snow Action Magazine (Australian)*

Fernie Best of Skiing Awards – Ski Canada Magazine 2012

- Best Vertical Expansion – The new Polar Peak lift tacks on another above-treeline world to Fernie. The big new bowl delivers more than 20 new runs and an unforgettable off-the-summit feeling atop one of the highest peaks in the Lizard Range. New total number of marked runs at Fernie chings in a 140 – the most in the Canadian Rockies.
- Best Deals – Fernie’s Wolfs Den Lodge, ski in/ski out packages from \$79.
- Best 50 Years – Fernie
- Best Ski Town to Live In – Fernie
- Best Bars – The Griz Bar, Fernie
- Best Snow - Fernie

2006-2010

- Friendliest Place on Earth – **March 2010** – *greatoutdoors.com*
- Best Apres: Fernie Alpine Resort/The Griz –**2009.2010** - *snowseekers.com visitors poll*
- Top 10 Ski Runs in Canada (the 5 Legendary Bowls) – **2009** – *Toronto Star*
- #4 in Top 10 Winter Resorts in Canada – **2009** – *City Dog Magazine*
- Most Legendary Resort – **2008** – *SBC Resort Guide*
- Best for Early Snow – 2008 – *The Daily Telegraph, UK*
- Best Thank you to the Locals – **2007** – *Skiing Magazine*
- One of the Top 6 Powder Destinations on the Planet – **2007** – *Fall Line Skiing Magazine*
- Best Deck Party in Canada (Kokanee Snow Dreams Festival) – **2006** – *Ski Canada Magazine*

2000-2005

- Four-Sport Playground in Canada – **2005** – *New York Times*
- North American “Resort of the Year” – **2004** - *U.K Good Skiing & Snowboarding Guide*
- Ranked #8 Ski Resort in the World – **2003** – *Powderhound Magazine*
- Best Little Town in B.C – **2001 & 2002** – *British Columbia’s Tourism Awards*
- Coolest Town in North America – **2000** – *Rolling Stone*

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