



## **“LIKE” HELI SKIING AND BOARDING GIVEAWAY – CELEBRATING 35 YEARS AT SELKIRK TANGIERS**

**Revelstoke, British Columbia - October 11, 2011** - With a record snowfall in Revelstoke last winter and the promise of La Nina’s return, Selkirk Tangiers Heli Skiing anxiously awaits the upcoming season and their 35<sup>th</sup> Anniversary of heli skiing and boarding! The team has been working hard over the summer to prepare for another epic season in the Selkirk and Monashee mountains and launches into its 35<sup>th</sup> season with an intensive glading project, exciting new products, return of a new loyalty program, and a massive giveaway contest!

### **Summer Glading**

Preparation for the season began this summer with three weeks of glading focused on opening new terrain and enhancing existing runs such as the already spectacular, Goldmine and Paradiso, which doubled in vertical from 600 to 1200 metres due to glading. In addition, new landing and pick up zones were developed throughout the tenure.



Summer 2011 - The STHS Glading Crew gives a thumbs up while working hard in the 500,000 acres of STHS tenure!

### **New Products**

In this 35<sup>th</sup> season at Selkirk Tangiers, new products such as Advanced Day Heli, Women's Retreat, Steeps Camp, Lift and Heli Combo, and No Frills Heli Skiing will be available to guests. These new products were developed as a result of customer feedback and offer guests more options and flexibility for their heli skiing vacations. The Advanced Day Heli was introduced to allow experienced skiers and snowboarders instant access to a big day of heli skiing while the multi-day Women's Retreat offers the ultimate girl trip for women with like mind-sets and a passion for skiing, and includes all the pampering such as spa treatments, cocktails, specially-made pink Selkirk Tangiers t-shirts, and a donation made in the honour of each participant to the Canadian Breast Cancer Foundation. In addition to new products, Selkirk Tangiers delivers more value to guests by decreasing the price of the five day Classic package (a popular multi-day package for destination travelers) and increasing the vertical included.

New Products for 2011-12 - [www.selkirk-tangiers.com/Planning-Your-Trip/New-for-2011-2012.html](http://www.selkirk-tangiers.com/Planning-Your-Trip/New-for-2011-2012.html)

Day Heli - [www.selkirk-tangiers.com/index/Day-Packages.html](http://www.selkirk-tangiers.com/index/Day-Packages.html)

Multi-Day Packages - [www.selkirk-tangiers.com/index/Multi-Day-Packages.html](http://www.selkirk-tangiers.com/index/Multi-Day-Packages.html)

### **Powder Performers**

To honour returning guests at Selkirk Tangiers, the client loyalty program - Powder Performers, will return this season after its launch last winter. This special program recognizes returning guests for their specific vertical accomplishments by awarding unique gifts such as custom graphic skis and gorgeous hand-crafted belt buckles. The Powder Performers vertical metre goals start at 100,000 and go up to 1,000,000 vertical metres and have been named after some of the most spectacular runs that will be remembered by those who have skied with Selkirk Tangiers.

### **LIKE Heli Skiing & Boarding Giveaway!**

Last, but not least, for this special anniversary, Selkirk Tangiers will celebrate 35 years by holding a massive giveaway contest with the grand prize being driven by the amount of Facebook LIKES on the Selkirk Tangiers Heli Skiing fan page. The contest runs for two months until Dec 12, 2011 and participants need only complete a simple contest entry form to enter into the draw. The prize goal starts at 1,000 LIKES, giving away a single day of heli skiing for one person, and goes as high as 10,000 LIKES with the grand prize being 1 day of heli skiing for the winner plus 10 friends and includes 1 night accommodation and meals for all 11 guests. The "LIKE Heli Skiing and Boarding Giveaway" launches on October 11, 2011.

Contest Entry Form: <http://www.selkirk-tangiers.com/specials/facebook>

Facebook Fan Page: <http://www.facebook.com/SelkirkTangiers>

Selkirk Tangiers Heli Skiing officially opens for the season on Dec 8, 2011. For more information visit: [www.selkirk-tangiers.com](http://www.selkirk-tangiers.com) or contact: [info@selkirk-tangiers.com](mailto:info@selkirk-tangiers.com). For bookings, call: 1.800.663.7080

### **About Selkirk Tangiers Heli Skiing – Celebrating 35yrs of Heli Skiing & Boarding**

In the heart of the heli skiing capital of the world, Selkirk Tangiers Heli Skiing offers an incredible half-a-million acres of exclusive terrain with an annual snowfall of 40-60 feet! The 2011-12 season marks the 35<sup>th</sup> anniversary of heli skiing and boarding in the Selkirk and Monashee Mountains, celebrating years of heli skiing experience in the largest heli ski tenure based out of Revelstoke, BC. With spectacular scenery, endless powder, and some of the world's best tree skiing; a winter vacation with Selkirk Tangiers is like no other.

### ***For more information, please contact:***

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