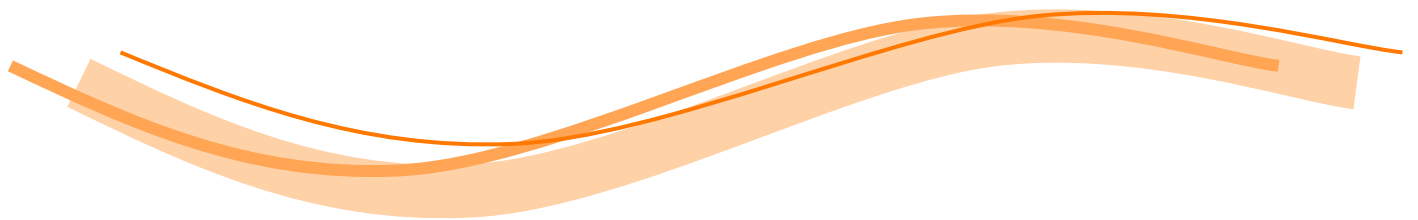




# BLUE MOUNTAIN -SUMMER





## Blue Mountain

Just ninety minutes drive from Toronto, Blue Mountain is more than just a winter destination - discover green season attractions and year round amenities. Summer adventure awaits you at Ontario's favourite year-round playground.

With the “**stay longer, save more, package**”, you'll receive 40% off your third night and each additional consecutive night. That's 100% of the fun at 40% off the price.

### **Spring/Early Summer Getaways** Until June 30th, 2010

Reserve a Spring/Early Summer Packages and save!

- Stay One Night & Receive Incredible Summer Rates!
- Stay Two Nights & Receive 25% off your 2nd night
- Stay Three Nights & Receive 40% off your 3rd night
- Stay longer and each subsequent night will be at 40% off!!

At Blue Mountain the Golf challenge is the course not the cost. This summer discover great value offers like:

### **Sunday Drive & Dine** \$79 +Taxes – new improved menu

Every Sunday between May 30 and September 26 you can enjoy a round of golf followed by a select summer dinner The Pottery Restaurant. Chef selection includes 10 oz perfectly aged & grilled AAA Alberta beef sirloin steak with red wine peppercorn sauce, herbed marinated grain fed roasted half free range chicken with jus or grilled filet of Atlantic salmon with lime and parsley compound butter, accompanied by your choice of house or caesar salad –a \$30 value! Note: Cart rental included. Offer excludes holiday weekends when the special is offered on the Monday.

Play **Monterra Golf** for \$59, Monday – Thursday & after 12 pm Sunday, all season.

Sometimes you get more than you paid for - like a premium course at an affordable price.

Note: Cart rental and applicable taxes extra. Offer excludes holiday long weekends where rounds can be played Monday after 12 pm – Thursday.

### **Activity Central**

Spend your summer winding down the trails on a mountain bike, soaring up the escarpment in the open-air gondolas or soaking up some sun at Blue Mountain's private freshwater beach. Activity Central will help you to choose from an endless amount of activities and events at

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Blue. Sky diving, rock climbing, hummer tours, fishing charters, canoeing, cruising, Sea Do rentals, windsurfing, caving, horseback riding, go-karting and more. Blue Mountain Activity Central is your one-stop action-shop featuring the Region's best year round activities.

### **New Summer Attractions**

New summer attractions are coming in a \$2.5 million dollar project at the resort. An Alpine-Coaster and Mini Golf are an exciting beginning to a multi-step master attractions plan which includes plans for Rock Climbing, Euro-bungee, Tree Walk course, Mountain Top Play Park and a Zip Line ride.

For adrenaline junkies, the **Alpine-Coaster** seats up to 2 people at a time and puts the rider in the driver's seat, literally, controlling the speed and velocity at which the cart travels down the escarpment. Prepare for an exhilarating ride. The track starts at the top of the Glades area and zigzags you down through the trees into the Village area of the resort, ending at the top of Grand Central Lodge. The Alpine-Coaster, as well as the Mini Golf Course are designed with the landscape of the escarpment in mind.

For those seeking a challenge on the ground, **Mini Golf** will expand across the base of the Smart Alec ski run, providing another great activity the entire family can enjoy.

Fill your escape with the adventure of warm weather activities and relax ... you can now enjoy an incredible vacation experience without traveling far from home.

- Spa** – Le Scandinave and Kalola are two wonderful, very different spa options.
- Beach** – A private freshwater beach is located within 10 minutes of the resort, on a shuttle route. Access for resort guests is free and amenities include: kayaking, peddle boats, skim boarding, beach volleyball, BBQ lunch among many other options.
- Plunge! Aqua Centre** - Inspired from the tradition of cottage-style boathouses, Plunge! is an authentic and magical expression of a place and its people with indoor-outdoor pools, indoor water playground, hot tubs, rope swings, docks and slides.
- Gondola** – Rising up over the trail head, this open air gondola caters to your hiking and biking needs... plus has breathtaking views of Southern

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	<p>Georgian Bay.</p> <ul style="list-style-type: none"> <li>•<b>Mountain biking</b> – there are 16 downhill trails, 3 x-country (1 under development, 4 hiking, 3 multi-use)</li> <li>•<b>Kid’s at Blue and day camps</b> – Action packed childcare programs provide for children from 18 months to 6 years of age. Flexible programs let you register your child by the day or week. Reserve 5 consecutive days and receive a 20% discount.</li> </ul> <p>And not to mention <b>Monterra Golf</b>, where “the challenge is the course not the cost”. This season there are some fabulous offers to make the Golf even more affordable.</p> <p>Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by over 1.5 million guests a year. Winter at the resort boasts 36 ski and snowboard trails enhanced by world class snowmaking system. Summer months offer the largest down-hill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal activities. Year-round the resort attracts visitors to over 900 luxury accommodation units and 40 unique concept restaurants, bars and retail spaces in our pedestrian village; and 37,000 square feet of state-of-the-art conference space. Blue Mountain is 50% owned by Intrawest ULC.</p>
<b>Location</b>	<p>Blue Mountain, Ontario’s largest mountain resort, is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto, 137 kms northwest of Toronto. Here’s a link for specific directions if you are coming from Toronto:</p> <p><a href="http://www.bluemountain.ca/directions/toronto_airport.html">http://www.bluemountain.ca/directions/toronto_airport.html</a></p>
<b>Geography</b>	<p>In the heart of the Georgian Triangle, nestled between the shores of Georgian Bay and the heights of the Niagara Escarpment, Blue Mountain stretches across the Niagara Escarpment with 720 vertical feet, 15 lifts, and 36 trails ranging from beginner to double black diamond. You’ll enjoy plenty of on-snow time, with four high-speed six-person lifts across the resort. If you prefer to hit the hills after the sun sets, there are 23 trails and 11 lifts under the lights.</p>
<b>Visitors</b>	<p>It is easily accessible by car and draws its over 600,000 skier visits from the affluent market of the Greater Toronto Area and the northern US states.</p>

<b>CLIMATE</b>	
<b>General climate</b>	As Toronto, but much more snow!
<b>Today’s weather</b>	12 Centigrade with sunny periods (15 May 2010)
<b>Best time to visit</b>	Blue Mountain is a genuinely four season resort

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<b>GETTING THERE</b>	
<b>Drive time</b>	Approximately 1.5 hours from Toronto
<b>Towns</b>	Collingwood is just down the road
<b>Distances</b>	137 km from Toronto
<b>Buses</b>	Blue Mountain provides transportation to the various lodges and the Village on the Blue Mountain Resort Shuttle. The shuttles run 7 days a week from 8 am to 10:30 pm, approximately every 15 to 20 minutes.
<b>Passes</b>	<p><b>Mountain Bike</b> Season Pass (Includes season trail pass and unlimited lift access): \$239</p> <p><b>Golf:</b> the Snowman Deal offers you 8 fully transferable rounds of golf at Monterra. Valid all day Monday through Friday and after 12:00 pm on Sunday and includes cart rental. Until May 30: \$519 + taxes.</p>

<b>ACCOMMODATION TYPES</b>	Over 900 accommodations units available across a wide range of styles: condo or chalet rental, a hotel room or a deluxe condo.
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<b>TARGET GROUPS</b>	
<b>Families</b>	<p><b>Affordable family travel:</b>  Plunge! Packages Mar 1 - Sept 6, 2010  Kids of all ages are invited to make a splash at Blue Mountain's four season water adventure. There is something for everyone with indoor-outdoor pools, indoor water playground, hot tubs, rope swings or slides. Or, if you prefer, curl up in the comfort of your dock chair and enjoy the action poolside. After a fun filled day, relax for the evening in beautiful resort accommodation.  Package Includes: (based on a family of 4)  Blue Mountain Inn  •One night's accommodation  •One family day pass (2 adults and 2 children) to Plunge  •Breakfast daily in the Pottery Restaurant per person, per stay.  For more value, dinner in the Pottery Restaurant can be added for only \$32.00 per person.</p> <p><b>Family Fun Package - Summer</b>  July 1 - Sept 6, 2010  Spend some quality time with your family for a little fun in the sun. A family of four can enjoy the summer heat and sunshine with a BBQ picnic, a gondola ride, four climbing wall passes and a total of 5 Dockside activities up to a value of \$75 per stay. Relax in beautiful resort accommodation after an action-packed day with your family.  Package Includes: (Based on a Family of Four - 2 Adults, 2 Children)  •One night's accommodation</p>

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	<ul style="list-style-type: none"> <li>•BBQ picnic at the private beach</li> <li>•One Gondola ride each per stay</li> <li>•Four climbing wall passes per stay</li> <li>•\$75 activity voucher at Dockside - for a maximum of 5 activities</li> </ul> <p>Reserve Family Fun - Summer Online or by calling 877-445-0231 to get the best rate in any accommodation types.</p>
<b>Kids</b>	<p>In summer, Blue Mountain is a <b>kid's adventure playground</b>. The action packed <b>Kid's at Blue Adventure Camps</b> provide fun, active, outdoor activities for kids from 4 months to 12 years of age. The Adventure Camp features a different theme each week and is guaranteed to ensure your older children have a fun filled time. Infants and toddlers have their own specially designed program in Blue Mountain's fully equipped daycare center. Daycare specialists will provide your youngest children a stimulating and entertaining atmosphere.</p> <p>For kids looking for a more active, sport related program, the <b>Tennis Camps and Junior Golf Camps</b> are perfect for improving their skills. All of the camps work on low coach-to-student ratios and provide a variety of programs to best suit your children's skill level.</p> <p><b>Plunge!</b> has children's camp packages throughout the summer that include golf lessons and learn to swim lessons.</p>
<b>Teens</b>	<p>The seasonal <b>Kid's at Blue Mountain Bike Adventure Programs</b> are the perfect way to learn and improve your kid's mountain biking skills. Blue offers a range of mountain bike skill programs with a specific progression for kids and activities based on their skill levels. Children can learn the thrill of cross country and downhill mountain biking in one of their Mountain Bike Adventure Programs.</p>
<b>Romance</b>	<p>Accommodation options include perfect venues for sparking or renewing the spirit of romance – and don't forget the spas!</p>
<b>Honeymoons &amp; Weddings</b>	<p>Great facilities are available year-round for weddings and honeymoons. You and your guests will remember it forever: spectacular views of the Niagara Escarpment from a private beach, and breathtaking sights of Georgian Bay from the top of the mountain. Complete the picture with your selection from an incredible array of indoor and outdoor venues to fulfill your vision of the perfect day. Luxury accommodations, gourmet meals and endless recreation options make Blue Mountain Resort an ideal choice for your wedding venue. Download their Wedding Brochure <a href="http://www.bluemountain.ca/pdf/WeddingBrochure2007.pdf">http://www.bluemountain.ca/pdf/WeddingBrochure2007.pdf</a></p>
<b>Seniors</b>	<p>Most facilities are suitable for seniors at Blue where the pace can be as relaxing or action packed as you wish it to be.</p>

<b>UNIQUES</b>	<p><b>Plunge!</b> is the ultimate, all ages, four season water adventure at the base of Blue Mountain Ski Resort. Inspired from the tradition of cottage-style boathouses, Plunge! is an authentic and magical</p>
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	<p>expression of a place and its people. Indoor-outdoor pools, indoor water playground, hot tubs, rope swings, docks and slides are sure to provide year-round fun. Or, if you prefer, simply watch all the action from the comfort of your dock chair. Plunge! has something for everyone, infant to senior. With swimming lessons, water fitness, and more, kids and children will have fun, as will the adults in the family.</p>
<p><b>History</b></p>	<p>It's Blue's 69<sup>th</sup> anniversary this year!  <b>Established in 1941 by Jozo Weider</b>, Blue Mountain's 36 trails are serviced by 15 chairlifts including 4 high six person express chairlifts. A 251 acre ski facility with 94% snowmaking coverage and a vertical drop of 721 feet, Blue Mountain also boasts 23 trails available for night skiing.  <b>Intrawest</b> acquired its 50% interest in Blue Mountain in January 1999 and since this time the corporation has invested in advanced snowmaking systems, service buildings, lodge upgrades and the ongoing development of a 40 acre pedestrian village located at the base of the mountain.  <b>The Village at Blue Mountain</b>, established in 2001 is home to over 40 restaurant/ bar and retail shops with over 45,000 square feet of commercial space. Across the resort the company owns 5 food and beverage operations, representing a seating capacity of over 2,400 as well as 8 dynamic retail spaces. Blue Mountain serves as property manager for over 900 lodging units which can host more than 2400 guests in its 10 accommodation areas on a nightly basis</p>
<p><b>Must Sees</b></p>	<p>The view from the top of the Niagara Escarpment after a gentle ride to the top on the Gondola is simply stunning.</p>
<p><b>Coming Soon</b></p>	<p>Blue Mountain Resort has commenced a \$2.5 million dollar project to expand summer attractions at the resort with the intention of opening in late summer 2010. The first stage of Blue Mountain's new attractions park will include Ontario's only Alpine-Coaster, as well as a Mini Golf Course designed with the landscape of the escarpment in mind.</p> <p>The end of summer 2010 promises new downhill thrills as Blue Mountain launches Ontario's first <b>Mountain Coaster</b>. For adrenaline junkies, the Mountain Coaster puts the rider in the driver's seat, literally, controlling the speed and velocity at which the cart travels down the escarpment. The Mountain Coaster is the first attraction of a multi-year summer attractions master plan that will also include Mini Golf, Rock Climbing, Euro-Bungee, Tree-Top Walk, Zip-Line and Mountain-Top Park.  Uphill track length: 475 meters (1,558 ft.)  Downhill track length: 1,085 meters (3,558 ft.)  Height: 3-6 meters from ground  Speed: 42 kilometers per hour maximum</p>

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**Mini Golf:** For those seeking a challenge on the ground, Mini Golf will expand across the base of the Smart Alec ski run, providing another great activity the entire family can enjoy.

**WINTERSPORTS  
ACTIVITIES**

**Downhill Skiing**

36 Trails ranging from Beginner up to Double Black Diamond with over 300 fantastic snow school instructors that can teach the beginner of any age or help the pro with some new moves. With 15 lifts and 4 high speed six person chairs you will maximize your time on the snow. Even when the sun goes down, Ontario's largest mountain resort offers Night skiing until 10:00pm with 23 trails still open under the moon!

**Terrain Park - Parks n' Pipes**

Whether it's snowboarding, free-skiing or just hanging out with friends, the TELUS Park is your home base! Did you know that Skier Magazine listed Blue Mountain's TELUS Park as a "Beast of the East" and that Freeskier Magazine named Badlands the 8th Best Terrain Park in Eastern North America?

**The TELUS Park** boasts not one but two superpipes and is serviced by its own chairlift which operates 7 days a week. It is also home to some of the east coast's best rails.

If you're new to the terrain park, never fear – Blue is putting an emphasis on learning and progression. With two additional freestyle terrains, Greatest Hits and Hell's Half Acre, Blue Mountain is the ideal place to learn. Small jumps and ride-on/ride-off rails will be featured in the Greatest Hits Terrain Park on the south end of the mountain.

**Cross Country at Scenic Caves**

With 18 kilometers of groomed cross country ski trails meandering through a quiet forest of sugar maples, beeches and oaks high atop the Niagara Escarpment, Scenic Caves Nordic Centre gives a whole new meaning to winter nature adventures. Nowhere else in Ontario can you snowshoe or hike across Southern Ontario's Longest Suspension Footbridge! Take a breathtaking 126-metre hike across a narrow bridge, arched 25 meters above a treed valley, 300 meters above Georgian Bay.

**Dogsledding**

Dog sledding at Rob Roy Farm is an experience for all ages and

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	<p>abilities. After a brief lesson people take their own team of 4 husky dogs around a supervised 1/3 km dog track. Groups take turns at trying different dog teams around the track.</p> <p>Take great photos, snowshoe and visit our igloo to meet farm critters: donkeys, pot-belly pig, peacock and other birds. Enjoy Hot drinks in the barn cafe. (Plan for a 1.5 to 2 hour visit) 1/2 hour - \$65.00 for adults and \$45.00 for children</p> <p><b>Snowmobiling</b> Night Dinner Run- Price \$ 215.00 per machine 1 hour tour- Price: \$95.00 per machine 3 hour Tour- Price \$ 215.00 per machine, helmet included</p> <p>One-stop shop for summertime adventures at Blue Mountain is located at “<b>Blue Mountain Activity Central</b>” in the Grand Georgian Hotel. Here you can arrange a variety of activities in and around Blue Mountain with the Activity Central customer service representatives. In addition to golfing and mountain biking in the summer, you can arrange unique and exciting adventures like a <b>Hummer tour, horseback riding, rock climbing or caving, fishing or a variety of water based sport activities like canoeing, kayaking, sailing or windsurfing.</b></p>
<b>Beginners</b>	<p>There’s an improved beginner focus at Blue for 2009:</p> <ul style="list-style-type: none"> <li>- Additions to beginner terrain and facilities at Blue Mountain this winter include the instillation of two magic carpet ski lifts and the expansion of an exclusive kids ski area + a new progression area complementing the TELUS Park.</li> <li>- Located behind the South Base Lodge this special spot for kids is within close proximity to the Kids at Blue Childcare Centre. Kids at Blue offers half and full-day child care for ages 18 months and up. Ages 2 and up can also combine child care with a ski clinic, including equipment rentals available in one location - a big convenience.</li> <li>- The new progression park is situated beside Blue Mountain’s TELUS Park so you can watch and be inspired by the pros while trying out some beginner features like tabletops and flat boxes. No extra pass required.</li> <li>- Learn to Ski program featuring station learning and progression to the lifts.</li> </ul>
<b>Golf</b>	<p>In the summer months, the nationally ranked <b>Monterra Golf course</b> welcomes golfers to enjoy its spectacular layout. Its certification as an Audubon sanctuary (9th course in Ontario and 22nd Canadian course) complements the numerous awards and media recognition that</p>

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	<p>Monterra Golf has received since opening in 1989. Monterra Golf at Blue Mountain provides a formidable challenge and a memorable round for all levels of golfers. At <b>6,581</b> yards, this <b>par 72</b> links style golf course winds its way through ravines and creeks, by lakes and ponds at the base of the Niagara Escarpment. Canadian golf architect, <b>Thomas McBroom</b>, designed the course with rolling bent-grass fairways, razorback mounding and 86 bunkers. In addition to an award-winning course, Monterra also features a full-service golf shop with knowledgeable and friendly staff to serve you, an <b>18,000 square foot practice green</b> and hitting nets, to help you prepare for your round. If you get the craving for a bite to eat or something to wet your whistle, Monterra also has the Leaderboard Deli located in the Golf Shop and an <b>on-course sanctuary</b> located near the 5<sup>th</sup> and 10<sup>th</sup> tees where golfers can stop for a beverage or light fare during your round. Green fees for 2010 are from \$59 in May to \$99 in high season.</p> <p>This 2010 season there are some fabulous offers to make the Golf even more affordable:-</p> <p><b>Sunday Drive &amp; Dine \$79 +Taxes</b> Join in every Sunday between May 30 and September 26 from noon on for a round of golf followed by a select summer dinner The Pottery Restaurant. Chef selection includes 10 oz perfectly aged &amp; grilled AAA Alberta beef sirloin steak with red wine peppercorn sauce, herbed marinated grain fed roasted half free range chicken with jus or grilled filet of Atlantic salmon with lime and parsley compound butter, accompanied by your choice of house or caesar salad –a \$30 value! Note: Cart rental included. Offer excludes holiday weekends when the special is offered on the Monday.</p> <p><b>Monterra Family Sunset</b> Kids 17 years and under can golf for free with the purchase of a full price paid adult green fee (ratio 1 adult: 1 junior), anytime during sunset hours in the 2010 golf season. \$39 plus applicable taxes per adult (Includes cart) and free for kids 17 years and under when accompanied by an adult.</p>
<p><b>Horse riding and more</b></p>	<p>Activity Central can arrange sky diving, rock climbing, hummer activities, fishing charters, canoeing, cruising, Sea Do rentals, windsurfing, caving, horseback riding, go-karting and more. Blue Mountain Activity Central is your one-stop action-shop featuring the region's best year round activities. It is located on Main Street in the Village, just off of the Events Plaza.</p>
<p><b>Hiking</b></p>	<p>Grab the kids and get up the mountain! It's about 40 minutes up the</p>

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	glades trail where you'll be rewarded with panoramic slope to shore views of the area, plus a free scenic Gondola ride down. Meet at the Village fire pit, Monday to Saturday at 10:30am.
<b>Cycling</b>	<p>Grab your bike and head for Blue Mountain's summer lift, the "Silver Bullet", an open-air gondola, and get ready to experience the hills in a whole new way. Blue Mountain's <b>30 kilometers of downhill trails</b> will challenge even the most hardened mountain bike riders. Their network of downhill trails has a combination of open and single-track trails and North Shore features that will provide you with a wide variety of choices to descend the escarpment.</p> <p>Along with the expansion of cross-country and downhill trails, Blue Mountain also plans to create a mountain bike terrain park located at the winter sight of the Badlands terrain park. The park will have table tops, dirt jumps, berms, rollers, ladders and teeter-totters.</p> <p>For bikers looking for a less demanding ride, explore the <b>10 kilometers of cross-country trails</b> accessed from the top of the "Silver Bullet" gondola.</p> <p>All of your biking needs can be met at the new <b>Adventure Mountain Bike Centre</b> located at Village Base Lodge. Here you can rent Norco cross country and downhill bikes, make repairs to your own bike or purchase equipment and accessories to provide the optimum riding experience.</p> <p>Blue Mountain also offers <b>lessons</b> on a private and group basis on riding downhill and cross-country. Visit the Adventure Mountain Bike Centre to arrange your clinic or to purchase your passes for the lift. The Adventure Mountain Bike Centre is open daily during the summer and on weekends during the spring and fall.</p> <p>Family mountain bike rental (2 adults and 2 kids) is \$29 for one hour in 2010.</p> <p>There's a special focus this summer on the XC series every Tuesday night, new cross-country mountain bike loop, Centurion Cycling Series September 18, 19 2010 and the Beginner Mountain Bike package is a great into to the sport.</p>
<b>Tennis</b>	<p><b>Monterra Tennis</b></p> <p>Whether you're a tennis aficionado or just want to play a game with some friends, you'll love the Monterra Tennis indoor facilities. A large temperature-controlled dome houses five omni courts, so you don't have to worry about weather dampening your game and there is also an outdoor tennis court at the Blue Mountain Inn that is available to all overnight guests.</p>
<b>Scenic Caves</b>	<p>Located on top of the escarpment, and just minutes from Blue Mountain, Scenic Caves Nature Adventures is a definite "must see" for your vacation agenda. Be sure to make time in your schedule to explore: Scenic Caves and Trails, Ontario's Longest Suspension</p>

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Footbridge, Treetop Eco Tours, Zip Line and Gemstone Mining.

<b>CULTURE</b>	
<b>Theatre</b>	<p><b>Georgian Bay Theatre Escape</b> July 12 - Sept 18, 2010          Escape to Georgian Bay for Theatre Collingwood's season of Fantasy, Fame and Deadly Games ranging from adult comedy and musical entertainment to a suspense-thriller. Indulge in beautiful overnight resort accommodation and the village with its unique shops and restaurants. Enjoy breathtaking scenery and the incredible recreation options available at Blue Mountain and the surrounding area. This package includes:</p> <ul style="list-style-type: none"> <li>•One night's accommodation for two in a one bedroom Village Suite</li> <li>•Two Theatre Collingwood tickets</li> <li>•Dinner for two at the Pottery Restaurant</li> <li>•Two scenic gondola rides</li> </ul>
<b>Films</b>	<p><b>"Films under the stars"</b> in summer - pull up a muskoka chair, cozy up with a blanket and enjoy free outdoor movies</p>
<b>Festivals &amp; Events</b>	<p>There are always special events happening at Blue. Check out their Events Calendar at:  <a href="http://www.bluemountain.ca/calendar_widescreen_1.htm">http://www.bluemountain.ca/calendar_widescreen_1.htm</a>          Here are just few upcoming selections...</p> <p><b>Salsa at Blue Mountain – 25/26 June 2010</b>          The Ontario Salsa tour returns to Blue Mountain! This free family street party celebrating Latin culture will turn the Village at Blue into a showcase of Latin life: pulsating music, passionate dancing, fiery foods, children's activities and fireworks. Plus hiking, scavenger hunts, splash fountain, 40 shops and restaurants in Ontario's favourite pedestrian Village</p> <p><b>Collingwood Elvis Festival – 23-25 July 2010</b>          3 days of free outdoor concerts by some of the top Elvis Tribute Artists including Roy Leblanc Saturday night!</p> <p><b>Peak to Shore Music &amp; Art Fest – 20-22 August 2010</b>          Music &amp; Art Extravaganza! 6 Stages, 16 extraordinary bands, dozens of artists and art demonstrations in 3 Spectacular Destinations from The Village at Blue Mountain to the Historic Harbour Towns of Collingwood and Thornbury.</p>

<b>ATTRACTIONS</b>	
<b>Beaches</b>	<p>A <b>private beach</b> of the shores of Georgian Bay is available for all overnight guests in the resort in the summer months. A quiet day of relaxation or the opportunity to play in the sparkling waters of Georgian</p>

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	<p>Bay with your family and friends is only a 10 minute drive from Resort. Blue Mountain's beach staff will make every effort to add to your fun at the beach by providing beach toys, rafts and paddleboats. The beach is open daily from early June to the Labour Day holiday weekend. Access for resort guests is free and amenities include: kayaking, peddle boats, skim boarding, beach volleyball and BBQ lunch among many other options.</p>
<p><b>Parks/Reserves</b></p>	<p>Blue Mountain's <b>Silver Bullet</b> lift transforms into a unique summer attraction – Ontario's only open-air gondola that whisks you to the top of the <b>Niagara Escarpment a UNESCO World Biosphere Reserve</b>. Take in the breathtaking scenery of the surrounding area and Georgian Bay, look down on the bustling Village or explore the hiking and biking trails across the top of the mountain. Open to pedestrian and bike traffic, the "Silver Bullet Summer Gondola" gives you the opportunity to view the mountain from an entirely new perspective. Cost: \$7 or \$4 if you are staying at Blue.</p>
<p><b>Spas</b></p>	<p>Relax with a choice of two unique spa experiences both on and off Blue Mountain Resort. Stay on resort and embrace head-to-toe luxury at <b>Kalola Boutique &amp; Spa</b>, or off resort to enjoy the tranquility of the hot &amp; cold baths at <b>Le Scandinave</b>.</p> <p><b>Le Scandinave Spa Blue Mountain</b> features:</p> <ul style="list-style-type: none"> <li>- Scandinavian Baths</li> <li>· Finnish Sauna</li> <li>· Norwegian Steam Room</li> <li>· Relaxation Solariums</li> <li>· Outdoor relaxation zones</li> <li>· 12 Massage Rooms</li> </ul> <p><b>Kalola Boutique &amp; Spa</b>          Located on resort and within the Blue Mountain Inn, it provides an experience that not only inspires the body, but the mind and spirit as well. They are reinventing wellness by creating a holistic spa experience that includes luxurious head to toe treatments. Experience their exclusive line of exceptional botanical spa products and much more. With your spa appointment, guests are welcome to enjoy the large jacuzzi whirlpool.</p>

<p><b>OTHER ACTIVITIES</b></p>	
<p><b>Shopping</b></p>	<p>Unique to any Ontario resort destination, the exciting pedestrian village offers more than 40 shops, restaurants and bars and will provide you with plenty to do while you are away from home. A new addition to the Village at Blue Mountain is the VIP Shopping Card – save 10% - 50% every time you shop.</p>

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	<p>Here's a listing of the shopping opportunities that await at Blue:</p> <ul style="list-style-type: none"> <li>• Azul Jewellery Boutique</li> <li>• Badlands Sports</li> <li>• Bark &amp; Fitz</li> <li>• Birch &amp; Co. Zoot Alors!</li> <li>• Blue Basin Snow Shop</li> <li>• Boardsports</li> <li>• Bright's Gallery</li> <li>• Columbia Sportswear Company</li> <li>• Columbia Kids Sportswear Company</li> <li>• Crock-A-Doodle</li> <li>• Echo Trends</li> <li>• Envy Eyewear</li> <li>• The Great Canadian Gift Company</li> <li>• Hatley Scoops</li> <li>• The Happy Valley Candy Co.</li> <li>• Jack &amp; Maddy a Toy Store</li> <li>• Jinjer</li> <li>• L'Occitane en Provence</li> <li>• Olde Stanton Store</li> <li>• Red Devil Sports</li> <li>• Rocky Mountain Chocolate Factory</li> <li>• Tara n'Tula</li> <li>• Tingle Lingerie &amp; Luxuries</li> <li>• Village Market</li> </ul>
<p><b>Nightlife</b></p>	<p>Soak up some live music, wind down with quiet conversation or party 'till the wee hours in your kind of club – there's a wide variety in the Village.</p>
<p><b>CUISINE</b></p>	<p>Even more dining and dancing choices await you at Blue this season. Whatever you crave, it's probably here - the restaurants and cafés run the gamut from steaks to nachos and you'll be sure to find an atmosphere to suit your mood. Here's the line-up for 2010:</p>
<p><b>Restaurants</b></p>	<ul style="list-style-type: none"> <li>• Avalanche @ Blue</li> <li>• BeaverTails</li> <li>• C&amp;A Steak Company</li> <li>• Copper Blues Bar &amp; Grill</li> <li>• Firehall Pizza Co.</li> <li>• Jozo's</li> <li>• The Pottery Restaurant</li> <li>• Royal Majesty Espresso Bar Bakery</li> <li>• Rusty's at Blue</li> <li>• Starbucks Coffee</li> <li>• Sunset Grill</li> </ul>

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	<ul style="list-style-type: none"> <li>• <b>Kaytoo Restaurant &amp; Bar</b></li> <li>• <b>Oliver &amp; Bonacini</b></li> <li>• <b>Pita Pit</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>3 Guys and a Stove</b></li> <li>• <b>Tholos</b></li> <li>• <b>Twist Martini &amp; Wine Lounge</b></li> <li>• <b>Village Market</b></li> <li>• <b>Windy O'Neill's Irish Pub</b></li> <li>• <b>Wild Wing</b></li> </ul>
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<b>MORE INFO</b>	
<b>Brochures</b>	1-877-445-0231 and downloadable on the website
<b>Website</b>	<a href="http://www.bluemountain.ca">www.bluemountain.ca</a> for Blue Mountain, reservations and gifts <a href="http://www.scandinaveblue.com">www.scandinaveblue.com</a> for the Spa <a href="http://www.plungebluemountain.ca">www.plungebluemountain.ca</a> for Plunge! Aquacentre Passes

<b>HOTEL PRIZE PARTNER</b>	<b>Blue Mountain Village Suite</b>
<b>Location</b>	At the foot of Blue Mountain.
<b>Facilities</b>	If your idea of “a day at the beach” is to indulge yourself with special attention, visit Blue Mountain’s “ <b>Kalola Day Spa and Boutique</b> ” located inside the Blue Mountain Inn. The spa offers a complete range of services including aromatherapy message, facials, manicures, hydrotherapy, reflexology and a private hot tub overlooking the mountain.
<b>Accommodation</b>	Three unique accommodation hotels including The Grand Georgian, Weider Lodge and Seasons at Blue surround the Village. Almost 450 suites of the total Resort accommodation size, with rooms ranging from cozy Studios to spacious 3 Bedroom. Every Village suite features Internet access, in-room movies, a DVD player and exclusive access to secure underground parking, hot tubs, seasonal outdoor pools, fitness rooms and saunas. There are approximately 400 Village suites that include fireplaces. All accommodation has its own unique personality and atmosphere. All of the Village hotel properties and resort accommodation are complimented by being within minutes of the activities at Blue Mountain. A pedestrian walkway links the entire resort together, making movement throughout Blue easy.

<b>CURRENT DEALS</b>	There are great deals on packages at Blue currently (May 2010) <b>Spring/Early Summer Getaways April 1st Until June 30th, 2010</b>
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	<p><b>Reserve a Spring/Early Summer Packages and save</b></p> <ul style="list-style-type: none"> <li>•<b>Stay One Night &amp; Receive Incredible Summer Rates</b></li> <li>•<b>Stay Two Nights &amp; Receive 25% off your 2nd night</b></li> <li>•<b>Stay Three Nights &amp; Receive 40% off your 3rd night</b></li> <li>•<b>Stay longer and each subsequent night will be at 40% off</b></li> </ul>
<p><b>Gift Cards</b></p>	<p>Blue Mountain gift cards Available in \$25, \$50, \$100, \$250 and open denominations and valid for purchases at any Blue Mountain resort operated food and beverage, retail and lodging establishments.</p>
<p><b>PERSONAL EXPERIENCES</b></p>	<p>I have skied at Blue many times – it’s my favourite ski resort in Ontario. I have also spent time there in summer with my family and enjoyed all the outdoor facilities that this world-class area has to offer.</p>

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