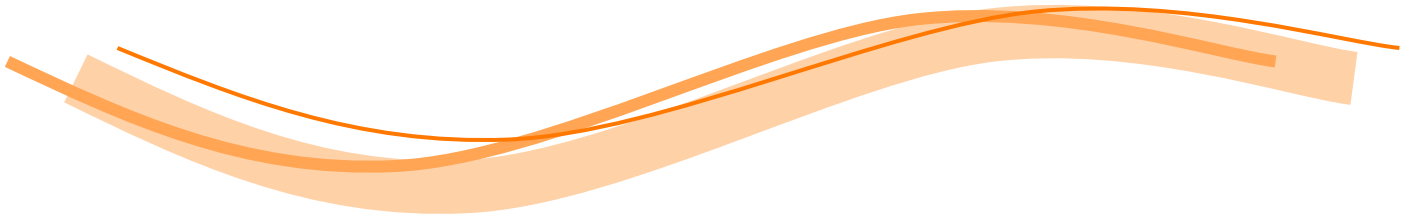




BLUE MOUNTAIN – WINTER





Blue Mountain	<p>Blue Mountain opened 4 ski runs on Friday, November 28th 2008 for one of their earliest Opening Days ever! Just a 90 minute drive from Toronto - Blue Mountain Resort is in full swing for winter. Discover Ontario's best skiing and boarding on breathtaking Niagara Escarpment terrain with 36 trails ranging from beginner to Double Black Diamond, night skiing and getaway packages to fit any family's budget!</p> <p>Enjoy the atmosphere of one of Intrawest's newest slope-side Village or take a day and go to Plunge! - Blue's indoor / outdoor water playground, with pools, hot tubs, rope swings and slides. With specialty shops, restaurants and a choice of over 900 accommodation suites, Blue Mountain is the perfect venue to embrace and enjoy winter!</p> <p>To top it off, Le Scandiname Spa offers a Scandinavian bath experience in the heart of nature. The spa pampers the body and soul, offering ultimate relaxation year-round – come rain or shine or snow. Packages available including baths, massages, yoga, lunch starting from \$55/person – give the gift of relaxation with a Le Scandiname Spa Blue Mountain gift card.</p> <p>Blue Mountain is now even better for families and beginners! New this year are two new magic carpet lifts on the beginner terrain, expansion of the exclusive kids ski area and a new progression area next to the Telus Park.</p> <p>Family fun is so affordable with a range of passes, package stays and last minute getaways. Many of these make great Holiday gifts and you can buy online at www.bluemountain.ca . Purchase your Double Down Card, only available until December 24th. For only \$89+GST get two lift tickets, each valid for a day and night on the slopes, during the 2008-9 season at a savings of \$43 off the regular lift ticket price.</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>
Location	Blue Mountain, Ontario's largest mountain resort, is nestled on the

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	shores of Georgian Bay, located 90 minutes north of Toronto, approximately 100 kms northwest of Toronto. Here's a link for specific directions if you are coming from Toronto: http://www.bluemountain.ca/directions/toronto_airport.html
Geography	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.
Visitors	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.

CLIMATE																									
General climate	As Toronto, but much more snow!																								
Today's weather	Currently minus 12 and sunny																								
Best time to visit	Blue Mountain is a genuinely four season resort																								
Snow Conditions	<table> <tr> <th colspan="2">Friday, December 19, 2008 4:00 PM</th></tr> <tr> <td>Status:</td><td>Open</td></tr> <tr> <td>Average Base:</td><td>80 cm</td></tr> <tr> <td>Snow Conditions:</td><td>Machine Groomed Powder</td></tr> <tr> <td>New Snow:</td><td>0cm</td></tr> <tr> <td>Snow Making:</td><td>No</td></tr> <tr> <td>Day Lifts Open:</td><td>7 of 15</td></tr> <tr> <td>Day Trails Open:</td><td>31 of 35</td></tr> <tr> <td>Day Freestyle Open:</td><td>2 of 3</td></tr> <tr> <td>Night Lifts Open:</td><td>4 of 11</td></tr> <tr> <td>Night Trails Open:</td><td>13 of 23</td></tr> <tr> <td>Night Freestyle Open:</td><td>2 of 3</td></tr> </table>	Friday, December 19, 2008 4:00 PM		Status:	Open	Average Base:	80 cm	Snow Conditions:	Machine Groomed Powder	New Snow:	0cm	Snow Making:	No	Day Lifts Open:	7 of 15	Day Trails Open:	31 of 35	Day Freestyle Open:	2 of 3	Night Lifts Open:	4 of 11	Night Trails Open:	13 of 23	Night Freestyle Open:	2 of 3
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GETTING THERE	
Drive time	Approximately 1.5 hours from Toronto
Towns	Collingwood is just down the road
Distances	137 km from Toronto
Buses	Blue Mountain is now providing guests with a great new service. This season you can get 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.
Passes	For 2008/2009: \$56 day lift pass; kids under 18: \$38; \$45 night lift pass

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ACCOMMODATION TYPES	Over 900 accommodations units available across a wide range of styles: condo or chalet rental, a hotel room or a deluxe condo.
TARGET GROUPS	
Families	<p>Affordable family travel:</p> <ul style="list-style-type: none"> - Stay and Ski packages & Lodging Deals (last minute getaways) at www.bluemountain.ca (4 stay and play, Inn Daily Stay & Ski – including breakfast, Inn Stay & Learn to Ski) - Kid's programs and free animation in the Village (carriage rides, visit with santa & caroling) - Tennis (can guests book for free), indoor swimming at the Inn - Snowshoeing (at Scenic Caves www.sceniccaves.com or around the resort) - Save on gas and parking – arrive and take advantage of resort shuttles + for day visitors parking is free! - \$3.75 domestic beer bottles at Jojo's & après all season
Kids	<p>Kids at Blue Mountain in Winter –</p> <p>Kids at Blue Mountain Adventure Camps</p> <p>Full-Day Care (no lessons) Children 18 months to 6 years of age will enjoy a wonderful day of children's activities in our supervised child-care facility. Lunch and snacks are included in the full-day programs. Day \$80</p> <p>Kids at Blue Mountain Child Care with Ski Lessons for Ages 3 - 6 years</p> <p>Kids at Blue Mountain Magic Carpet Skiers - Geared to the skier who is still developing stopping and turning skills. Prices are per day \$125 Rentals (Skis and boots for use in the program only) \$20</p> <p>Kids at Blue Mountain Lift Riders - Geared to the child already riding the lift that can stop and turn confidently. Prices are per day \$125 Rentals (Skis and boots for use in the program only) \$20</p> <p>Lessons run at 10 am and 1:30 pm with lunch served in the Kids Centre. Children also have the option of spending indoor time in various craft and play activities.</p> <p>Private Sitters - As overnight guests of Blue Mountain with children under 18 months, you can make arrangements with the child care facility to have a private sitter come to you. All sitters are trained in first aid and CPR. There are a limited number of sitters available, to avoid disappointment, please book sitters at time of booking accommodations. Phone 705.445.0231 ext. 6126 - the service is \$12.00 cash per hour.</p> <p>In summer, Blue Mountain is a kid's adventure playground. The</p>

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	<p>action packed Kid's at Blue Adventure Camps 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 Tennis Camps and Junior Golf Camps 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>
Teens	<p>In summer, the seasonal Kid's at Blue Mountain Bike Adventure Programs 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>
Romance	<p>Accommodation options include perfect venues for sparking or renewing the spirit of romance</p>
Honeymoons & Weddings	<p>Great facilities are available year-round for weddings and honeymoons</p>
Seniors	<p>Most facilities are suitable for seniors at Blue</p>

UNIQUES	
New	<p>New additions to the resort include the opening of Mosaic, Blue Mountain's first boutique style hotel, and the arrival of the nearby spa development, Le Scandivave.</p> <p>Plunge! 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 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>
History	<p>It's Blue's 68th anniversary this year!</p> <p>Established in 1941 by Jozo Weider, 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.</p> <p>Intrawest acquired its 50% interest in Blue Mountain in January 1999</p>

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	<p>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.</p> <p>The Village at Blue Mountain, 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>
Must Sees	<ul style="list-style-type: none"> - PLUNGE! Is Blue Mountain's very own indoor/ outdoor aquatic center and family water-play area. - A traditional Scandinavian spa experience – La Scandinave – offers a unique nordic bath experience with hot tubs, cold plunges, a eucalyptus steam room, saunas and relaxation solariums.

WINTERSPORTS ACTIVITIES	<p>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!</p> <p>Terrain Park - Parks n' Pipes</p> <p>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 The TELUS Park the 8th Best Terrain Park in Eastern North America?</p> <p>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.</p> <p>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.</p>
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	<p>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.</p> <p>Dogsledding Dog sledding at Rob Roy Farm is an experience for all ages and 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. 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>Snowmobiling 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 "Blue Mountain Activity Central" 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 Hummer tour, horseback riding, rock climbing or caving, fishing or a variety of water based sport activities like canoeing, kayaking, sailing or windsurfing.</p>
<p>Beginners</p>	<p>There's an improved beginner focus at Blue for 2009:</p> <ul style="list-style-type: none"> - 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. - 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.

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	<ul style="list-style-type: none"> - 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. - Learn to Ski program featuring station learning and progression to the lifts.
Golf in the Summer	<p>In the summer months, the nationally ranked Monterra Golf course 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 Monterra Golf has received since opening in 1989.</p> <p>Monterra Golf at Blue Mountain provides a formidable challenge and a memorable round for all levels of golfers. At 6,581 yards, this par 72 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, Thomas McBroom, designed the course with rolling bent-grass fairways, razorback mounding and 86 bunkers.</p> <p>In addition to an award-winning course, Monterra also features a full-service golf shop with knowledgeable and friendly staff to serve you, an 18,000 square foot practice green 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 on-course sanctuary located near the 5th and 10th tees where golfers can stop for a beverage or light fare during your round.</p>
Horse riding	Available in winter: 1 hour - \$35.50 and 2 hour trail rides in the snow available upon request
Hiking	In summer there are some breathtaking hikes along the Niagara Escarpment
Cycling	<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 30 kilometers of downhill trails will challenge even the most hardened mountain bike riders. Our 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 The TELUS 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 10 kilometers of cross-country trails accessed from the top of the "Silver Bullet" gondola.</p>

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	<p>All of your biking needs can be met at the new Adventure Mountain Bike Centre 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 lessons 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>
Tennis	A large temperature-controlled dome houses five omni courts, so you don't have to worry about weather dampening your game and they also have an outdoor tennis court

CULTURE	
Films	"Films under the stars" in summer
Festivals & Events	<p>DECEMBER 20, 2008 - Frozen Rail Jam at TELUS Park Compete for \$5000 in cash and prizing in this daytime competition. The Frozen Rail Jam is a multi-rail terrain park competition showcasing some of Canada's top amateur and professional skiers and snowboarders in a traditional jam style format.</p> <p>Along with the on-hill action, this year's event will feature a live production of MuchMusic's disBand - a reality show that follows young, unsigned bands through a week of training and challenges before they perform before a panel of experts. Hillside at the Kandahar Patio, a free live performance by the Satellites will be filmed for the program and spectators.</p> <p>Event Highlights:</p> <ul style="list-style-type: none"> • Free entry into the Frozen Rail Jam for competitors and spectators and a performance by the Satellites • Frozen Rail Jam competition in the TELUS Park runs from 10:00 a.m. – 4:00 p.m. • Sets by the Satellites for MuchMusic's Disband at 2:00 p.m. and 4:00 p.m. on the Kandahar Patio, behind the Blue Mountain Inn at the Base of Happy Valley ski run <p>After the competition, spectators and athletes will head down to Kaytoo in the Village at Blue Mountain for the official Frozen Rail Jam after party. The perfect après experience to conclude your first action packed day of mountain events at Blue.</p> <p>DECEMBER 30, 2008 - Torch Light Parade A stunning display of fire torches winding down the escarpment.</p> <p>DECEMBER 31, 2008 - New Years at Blue Mountain</p>

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	<p>The largest party north of Toronto! Once again Blue Mountain has created a memorable celebration for one of the most important nights of the year. Whether you're planning on visiting the Resort with your friends or family, there are packages available for everyone. There are even parties for kids. Don't miss the spectacular fireworks display at the stroke of midnight at the Village!</p> <p>JANUARY 3 & 4, 2008 - January in the Village Horse and carriage rides plus 40 shops and restaurants to explore!</p>
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ATTRACTIONS	
Beaches	A private beach 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 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.
Parks/Reserves	Blue Mountain's Silver Bullet lift transforms into a unique summer attraction – Ontario's only open-air gondola that whisks you to the top of the Niagara Escarpment a UNESCO World Biosphere Reserve . 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.
Spas	<p>Le Scandinaave Spa Blue Mountain features:</p> <ul style="list-style-type: none"> - Scandinavian Baths - Finnish Sauna - Norwegian Steam Room - Relaxation Solariums - Outdoor relaxation zones - 12 Massage Rooms

OTHER ACTIVITIES	
Shopping	<ul style="list-style-type: none"> • Badlands Sports • Bark & Fitz • Birch & Co • Boardsports • Bright's Gallery • Columbia@Blue • Echo Trends • Envy Eyewear • Happy Valley Candy Co <ul style="list-style-type: none"> • Jinjer • L'Occitane en Provence • Olde Stanton Store • Q Berry Beading at the Blue • Red Devil Sports • Rocky Mountain Chocolate Factory • TERASE Art & Home at Blue • Tingle

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	<ul style="list-style-type: none"> • Jack & Maddy a Toy Store • Village Market
Nightlife	Soak up some live music, wind down with quiet conversation or party 'till the wee hours in your kind of club

CUISINE	
Restaurants	<ul style="list-style-type: none"> • 3 Guys and a Stove • BeaverTails • Copper Blues Bar & Grill • Fire Hall Pizza Co. • Gel Bar • Her Majesty's Bakery and Espresso Bar • Jozo's • Oliver & Bonacini • Kaytoo Restaurant & Bar • Main Street Market • Pita Pit • Rustys at Blue • Skool • Starbucks Coffee • Sunset Grill • The Pottery • Tholos • Twist Martini and Wine Lounge • Wild Wing • Windy O'Neill's Pub

MORE INFO	
Brochures	1-877-445-0231 and downloadable on the website
Website	www.bluemountain.ca for Blue Mountain, reservations and gifts www.scandinaveblue.com for the Spa www.plungebluemountain.ca for Plunge! Aquacentre Passes

HOTEL PRIZE PARTNER	Blue Mountain Village Suite
Location	At the foot of Blue Mountain
Facilities	If your idea of "a day at the beach" is to indulge yourself with special attention, visit Blue Mountain's " Kalola Day Spa and Boutique " located inside the Blue Mountain Inn. Our spa offers a complete range of services including aromatherapy message, facials, manicures, hydrotherapy, reflexology and a private hot tub overlooking the mountain.
Accommodation	With a Resort total of over 900 available units , guests can choose from four Village hotels: The Grand Georgian, Weider Lodge, Seasons at Blue and Mosaic or stay at one of the resort or slope-side condominiums, mountain homes or Blue Mountain Inn . 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.

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CURRENT DEALS	<p>Kids stay and ski free at Blue Mountain from December 12 - December 25! Not only is your family getaway sure to be action-packed, it's also an unbeatable value!</p> <p>FROM \$129 CDN.* Per Adult Per Night</p> <p>Package Includes:</p> <p>One night accommodation in a Village one-bedroom suite</p> <p>One day/night lift ticket for each person ages 18 yrs and up</p> <p>Kids 17 and under ski free!</p> <p>Reserve Kids Ski Free Kick Off Package Online or by calling 705-445-0231 or 877-445-0231</p>
Holiday Gift Ideas	<ul style="list-style-type: none"> - Just in time for the holidays, Blue Mountain has some great gift-giving suggestions perfect for the College or University student, friends and family on your list. - 5x7 Pass \$279 - Golf passes for Monterra Golf \$99+GST for 2 midweek rounds. A savings of \$79 off regular in-season price - Stocking stuffers and last minute items from the retail shops, Red Devil, Badlands Sports, Columbia & Columbia Kids. Disposable hand/feet warmers, ski keys (under \$10), ski socks, long johns, thermal wear, goggle lenses - 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.
PERSONAL EXPERIENCES	<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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