

MEDIA RELEASE - For Immediate Release

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December 9, 2011

**Canmore Winter Carnival 2012:
Great Community events including the Snow Track on Main Street**

Winter Carnival, a celebration of the season and a popular community event in Canmore. This year, the Town of Canmore has partnered with the Best of Canmore, the Canmore Downtown Business Association and the Canmore Nordic Centre to expand this exciting community event and to welcome participants of the 2012 International Biathlon Union Cup races being held at the Canmore Nordic Centre. Canmore Winter Carnival will run February 10th through 20th.

Building on the overwhelming success of community activities surrounding the 2010 World Cup and 2011 Canadian Ski Nationals planning is already underway to once more place 850 cubic meters of snow onto their Main Street for a wide range of fun and family oriented events. "We are really excited to have the snow track on Main Street as a formal part of Winter Carnival celebrations this year" says Ric Proctor, Event Manager for of the Canmore Downtown Business Association.

The Town of Canmore is pleased to open Winter Carnival with an athletes' parade and welcoming ceremony on the evening of Friday, February 10th. A block party right next to the Main Street ski track will follow. Residents and visitors can ski on the track, listen to live music, enjoy a hot dog and hot chocolate (part of a KidSport fundraiser) or warm up by a blazing fire pit.

The Carnival will present a host of activities for all ages. JackRabbit skiers will race up and down Main Street. Young kids, local Mayors, and media representatives will race dog sleds down Main Street during Kid N'Mutt and the Mayor's and Media Challenge events. Street Hockey, Ice Carving, Log Sawing, and Snow Sculpting events will all take place in downtown Canmore throughout the Carnival.

"Winter Carnival wouldn't be complete without some great art events" says Chris Bartolomie, Supervisor of Arts and Culture for the Town of Canmore. Romi Mayes will perform at the Live on 7th

Concert on Saturday, February 11th. The carnival also boasts art gallery events and a photography exhibit.

Central to this year's Winter Carnival will be the snow track on Main Street from Friday, February 10th through Monday, February 13th. Residents and visitors alike will have the opportunity to try out the track during Public Use times which feature free ski equipment loans from Trail Sports. Chandra Crawford's 'Fast and Female' team are back for their 3rd experience and will be hosting a Ski a Mile in Her Skirt event. 2012 will also see the 2nd running of the Xterra Winter Triathlon which includes a swim, a run and finishes with skiing on the Main Street Track!

New for 2012 will be the opportunity to try the sport of Biathlon at the Biathlon Alberta demonstration trailer, the participation of the Biathlon Bears and an expanded program from Rocky Mountain Adaptive Sports. A number of other event ideas are being considered and the organizers welcome your programming suggestions and involvement!

For more information on this incredible and unique event, including a full event schedule please visit www.downtowncanmore.com. Canmore is having a Winter Carnival and we invite you to come to town February 10th-20th to be a part of the excitement!