

snow valley

EDMONTON



2011/2012



119th Street off Whitemud Drive

www.snowvalley.ca

Season & Day Passes

2011/12 Season Pass Rates

	August 1-31	September 1-30	October 1-31	November - Close
Discounts	15% off	10% off	5% off	Regular Price
Family*	\$551.65	\$584.10	\$616.55	\$649.00
Adult (Ages 18+)	\$245.65	\$260.10	\$274.55	\$289.00
Youth (Ages 13-17)	\$211.65	\$224.10	\$236.55	\$249.00
Junior (Ages 4-12)	\$177.65	\$188.10	\$198.55	\$209.00
Student* (Mon - Fri)	—	—	—	\$139.00
Weekday (Mon - Fri)	—	—	—	\$149.00
Senior (Ages 55+)	—	—	—	\$65.00
X-Country	—	—	—	\$30.00

PLEASE NOTE: Prices do NOT include GST

*Up to 5 Immediate Family Members Only. Includes up to 2 adult guardians & dependant children under age of 18 that reside in the same household. Additional fees will be charged for additional children.

*Student Pass is only applicable for University and College students. School photo I.D. must be presented at time of purchase.

With your Snow Valley Season Pass you will also receive:

- Discounts on Snow Valley lessons, events & Snow Rider merchandise.
- Discounts at most popular resorts in western Canada.*
- Discounts at participating ski & snowboard shops* and restaurants.*

*Check our discounts page at www.snowvalley.ca for all discount partners.

2011/12 Day Pass	3hrs or Less	5hrs or Less	Full Day	Last 2 hrs
Toddler (Ages 3 & Under)	FREE	FREE	FREE	FREE
Junior (Ages 4-12)	\$23	\$25	\$27	\$10
Youth (Ages 13-17)	\$27	\$29	\$31	\$10
Adult (Ages 18+)	\$29	\$31	\$33	\$10
Senior (Ages 55+)	\$15	\$15	\$15	\$10
Students	\$15	\$15	\$15	\$10
Carpet Lifts	\$12	\$12	\$12	\$10
Family*	\$99	\$99	\$99	\$99

*Family pass valid for up to 5 immediate family members ONLY (up to 2 adult guardians and dependant children under age of 18 that reside in the same household). Additional fees will be charged for additional children.

Specials

\$99 Family Ski Day Package!

Bring your family for a fun day on the slopes for only \$99! Family package includes lift passes and ski rentals for up to 5 immediate family members.

*Snowboard rentals are an extra \$17 per person.

7 O'Clock Shred Ride for only \$10 after 7pm every Monday to Thursday! Rental equipment is also reduced to only \$10 for ski rentals and \$17 for snowboard rentals!

\$5 Fridays are back!!! Join us on Fridays after 5pm and get your lift ticket for only \$5 by bringing in a non-perishable food bank item! Last year you helped us raise over **17,200 lbs** of food for the Foodbank and with your help again we hope to raise over 20,000 lbs this season!

*Equipment rentals are also reduced to \$10 for skis & \$17 for boards!

Rentals

Our certified technicians can set you up with equipment for your ability level for a few hours or the entire day.

Daily Rentals	3hrs or less	5hrs or less	Full Day	Last 2hrs
Mite Ski (Ages 5 & Under)	\$9	\$9	\$9	\$9
Mite Snowboard	\$17	\$17	\$17	\$17
Ski Package	\$19	\$21	\$24	\$10
Snowboard Package	\$25	\$27	\$29	\$17
Helmets	\$5	\$5	\$5	\$5

PLEASE NOTE: • Helmets are NOT included in any rental package.

• A credit card is required for all snowboard equipment.

Save money and time by renting equipment for the entire season!

Full Season Rentals

Individual Ski.....	\$129
Individual Snowboard Plus.....	\$159
Individual Seasonal Helmet Rental.....	\$89
Family Ski.....	\$199
(Immediate Family Members Only)	

Family Snowboard Plus*	\$299
(Immediate Family Members Only)	

*Snowboard Plus includes snowboard, telemark skis or cross country skis.

PLEASE NOTE: • Equipment can only be used at Snow Valley.

• You will be required to sign a release of liability waiver. If you are under 18 an adult MUST be present to sign.

*Additional fees will be charged for additional children in family packages.

PLEASE NOTE: Prices do NOT include GST

Lower Price!

Lessons

"Ski School
of the Year"

Named "Ski School of the Year" by the Canadian Ski Instructors' Alliance, Snow Valley's nationally certified instructors offer lessons for any skill level and student's of all ages. Let us help you choose the right program for your needs.

5 Week Lesson Programs

Pass Holder.....	\$87
Mite/Junior Non-Pass Holder.....	\$155
Youth/Adult Non-Pass Holder.....	\$160
Ski Rental.....	\$50
Snowboard Rental.....	\$85
Helmet Rental.....	\$20

Fall Session Dates

Saturdays: Nov 19, 26, Dec 3, 10, 17
Sundays: Nov 20, 27, Dec 4, 11, 18
Mondays: Nov 21, 28, Dec 5, 12, 19
Wednesdays: Nov 23, 30, Dec 7, 14, 21

Winter Session Dates

Monday: Jan 9, 16, 23, 30, Feb 6
Tuesday: Jan 10, 17, 24, 31, Feb 7
Wednesday: Jan 11, 18, 25, Feb 1, 8
Saturday: Jan 14, 21, 28, Feb 4, 11
Sunday: Jan 15, 22, 29, Feb 5, 12

Spring Session Dates

Monday: Feb 13, 27, March 5, 12, 19
Tuesday: Feb 14, 21, 28, March 6, 13
Wednesday: Feb 15, 22, 29, March 7, 14
Saturday: Feb 18, 25, March 3, 10, 17
Sunday: Feb 19, 26, March 4, 11, 18

5 Week Ski Program



Mite: Mondays or Wednesdays: 6:00pm
(Ages 4 - 5) Saturdays or Sundays: 9:30am, 10:45am, 12:30pm, 1:45pm

Junior: Mondays: 6:00pm
(Ages 6 - 12) Tuesdays: 6:00pm (Winter & Spring ONLY)
Wednesdays: 6:00pm, 7:15pm
Saturdays or Sundays: 9:30am, 10:45am, 12:30pm, 1:45pm

Youth: Wednesdays: 7:15pm
(Ages 13 - 17) Saturdays or Sundays: 1:45pm

Adult: Wednesdays: 7:15pm
(Ages 18 +) Saturdays or Sundays: 9:30am, 12:30pm

NEW!

Freestyle Ski* (Ages 6 - 17)

Wednesdays: 7:15 pm

This 5 week Freestyle Ski program will introduce skiers to park safety & freestyle maneuvers in a safe, controlled environment.

Snowflake Performance* (Ages 6 - 12)

Sundays: 9:00am - 10:30am

This program is split into technical free skiing and race training.

Pass Holder.....\$126 Non-Pass Holder.....\$186

*Helmets are mandatory and skiers must have completed STEP 5 Lesson program or an equivalent program.

5 Week Snowboard Program

Mite: Saturdays or Sundays: 12:30pm
(Ages 4 - 5)

Junior: Mondays: 6:00pm
(Ages 6 - 12) Wednesdays: 6:00pm, 7:15pm
Saturdays OR Sundays: 10:45am, 12:30pm, 1:45pm

Youth: Wednesdays: 6:00pm
(Ages 13 - 17) Saturdays OR Sundays: 1:45pm

Adult: Wednesdays: 7:15pm
(Ages 18 +) Saturdays OR Sundays: 9:30am



Basic Freestyle Snowboard (Ages 10-17)

Mondays: 6:00 pm

This program is designed to introduce riders to park safety & freestyle maneuvers in a safe and controlled environment and is guided by a Certified Freestyle Instructor.



*Helmets are mandatory and skiers must have completed STEP 5 Lesson program or an equivalent program.

Ladies Only Lesson Program

This 5 week ski or snowboard program is open to women over the age of 16. These 1 hour lessons are for all abilities to learn skiing or boarding in a fun and collaborative environment.

Tuesdays 7:15pm - 8:15pm

Winter Session: Jan. 10, 17, 24, 31 Feb. 7

Spring Session: Feb. 14, 21, 28 Mar. 7, 14

Pass Holder.....\$87	Non-Pass Holder.....\$160
Cross-Country.....\$75	Cross-Country Rental.....\$35
Ski Rental.....\$50	Snowboard Rental.....\$85



Discover Skiing or Snowboarding Package

FIRST TIME?

If you have NEVER been on skis or a snowboard, this program is a great "ALL-INCLUSIVE" way to try out the sport! Package includes your day lift pass, equipment rentals, & a 1.5 hrs ski or snowboard lesson!

Package Rates are only \$49.95!

Call today to reserve your spot!

Snowboard

Thursdays: 7:00pm - 8:30pm (Adult only)

Sat. or Sun.: 10:30am - 12:00pm

Alpine Ski

Thursdays: 7:00pm - 8:30pm (Adult only)

Sat. or Sun.: 10:30am - 12:00pm



Telemark and Cross-Country Skiing

By appointment only. Please contact Guest Services to register.

PLEASE NOTE: "There will be additional Discover lessons over the holidays. Please contact Guest Services for dates and times.

Parent & Tots Activities Program

Share your love for skiing while you prepare your child for a successful first lesson with the guidance of a certified ski instructor. For ages 2 - 4.

Tuesdays: 2:00 to 2:30 or 2:45 to 3:15

Fall: Nov 29, Dec 6, 13, 20

Winter: Jan 17, 24, 31, Feb 7

Spring: Feb 14, 21, 28, March 6



Program Rate: \$45 (Includes one child and one adult)

Tot Ski Rental: \$10

Parent Ski Rental: \$20



Private Lessons

Looking for individual attention? Our private lessons can be tailored to any age or ability for skiing, snowboarding, cross-country, and telemark skiing.

0.5 hour lesson

Please Note: These lessons are for ages 5 & under

Pass Holder.....\$35	Additional Pass Holder.....\$21
Non-Pass Holder.....\$39	Additional Non-Pass Holder.....\$25
Ski Rental.....\$10	Snowboard Rental.....\$18
Helmet Rental.....\$5	

1 hour lesson

Pass Holder.....\$59	Additional Pass Holder.....\$30
Non-Pass Holder.....\$70	Additional Non-Pass Holder.....\$35
Ski Rental.....\$20	Snowboard Rental.....\$25
Helmet Rental.....\$5	

PLEASE NOTE:

- Prices in this brochure do not include GST.
- All dates, hours of operation, courses and pricing in this brochure are subject to change without notice.
- All refunds are subject to a \$15 admin fee. No refund requests will be accepted after March 15, 2012. Please refer to www.snowvalley.ca for a full description of the Refund Policy.

3 Week Lesson Programs

Program Dates: Fall Session: December 3, 10, 17
Winter Session: Jan. 28, Feb. 4, 11
Spring Session: March 3, 10, 17

Mite Ski (Ages 4 & 5) Saturdays 3:00pm - 4:00pm

Please Note: Each lesson is 1 hour long.

Pass Holder.....\$54	Non-Pass Holder.....\$87
Ski Rental.....\$26	Helmet Rental.....\$15

Junior/Adult Ski or Snowboard Saturdays 3:00pm - 4:30pm

Please Note: Each lesson is 1.5 hours long.

Pass Holder.....\$87	Non-Pass Holder.....\$126
Ski Rental.....\$30	Snowboard Rental.....\$55
Helmet Rental.....\$15	

Holiday Programs

Program Dates: December 27 & 28
December 29 & 30
January 3 & 4
January 5 & 6

Mite Ski (Ages 4 & 5)

This 2 day program offers 1 hour of instruction each day for 2 days at 10:00am or 1:00pm, with groups from beginners to advanced.

Pass Holder.....\$43	Non-Pass Holder.....\$54
Ski Rental.....\$16	Helmet Rental.....\$10

Junior Ski or Snowboard (Ages 6-12) &

Youth Snowboard (Ages 13-17)

This 2 day program offers a 1 hour lesson in the morning followed by a hot lunch and then another 1 hour lesson in the afternoon.

Please Note: 2 hour lunch break is unsupervised

Junior Ski or Snowboard:

10:00am-Lunch-1:00pm or 11:15am-Lunch-2:15pm

Youth Snowboard: 11:15am - Lunch - 2:15pm

Pass Holder.....\$87	Non-Pass Holder.....\$109
Ski Rental.....\$20	Snowboard Rental.....\$33
Helmet Rental.....\$10	

Teacher's Convention Lessons

March 1st & 2nd, 2012

Junior Ski or Snowboard or Youth Snowboard ONLY

This 2 day lesson package begins with a 1 hour lesson in the morning followed by a hot lunch and then another 1 hour lesson. Please Note: 2 hour lunch break is unsupervised

Junior Ski or Snowboard:

10:00am-Lunch-1:00pm OR 11:15am-Lunch-2:15pm

Youth Snowboard ONLY:

11:15am - Lunch - 2:15pm

Pass Holder.....\$87
Non-Pass Holder.....\$109
Ski Rental.....\$20
Snowboard Rental.....\$33
Helmet Rental.....\$10



Spring Break Lessons

March 26th to 30th (Conditions Permitting)

This lesson program is open to Juniors (ages 6-12) and includes a 1 hour lesson and a hot lunch.

Student Evaluations & Lesson Assignments begin at 9:30am (All students must attend)

Pass Holder.....\$32	Non-Pass Holder.....\$43
Ski Rental (Junior Only).....\$10	Snowboard Rental.....\$17
Helmet Rental.....\$5	



Work @ Snow Valley!

Become a Certified Instructor

Join the team named "Ski School of the Year" by the CSIA. Inquire about instructor training programs to learn how we prepare you to share your passion for skiing or snowboarding. For more information about certification and dates and times of CASI and CSIA courses or other employment opportunities, please visit www.snowvalley.ca

Apply NOW at jobs@snowvalley.ca or call 780.434.3991
Job Fair @ Snow Valley on October 6th and 13th, 2011

Assistant Instructor Training

This 14 hour on snow training program introduces you to the Canadian approach to teaching and qualifies you to apply for a job as an assistant instructor at Snow Valley!

Program Dates: November 26 & 27 or January 28 & 29

*Please note that there is no guarantee of employment and a minimum of 4 registrants are needed to run a course.

Pass Holder.....	\$155	Non-Pass Holder.....	\$185
Ski Rental.....	\$20	Snowboard Rental.....	\$33
Helmet Rental.....	\$10		

Join the
#1 Ski School
in Canada!





LET 'EM RIDE

A FAMILY DAY SERVICE TO
MARMOT BASIN AND LAKE LOUISE!

WWW.MAGICBUS.CA 780.478.0429

20% off your first MagicBus day trip with purchase of any ski or snowboard lessons!

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Shophe
@ snow valley

Tuning Services Menu

Located in Snow Rider Ski & Snowboard Shop, The Shoppe @ Snow Valley will keep your gear in good condition all season long. Our certified technicians and top quality Wintersteiger machines can take care of all your maintenance requirements.

SKIS/SNOWBOARD MAJOR TUNE

Recommended maintenance for equipment with base gouges. Includes base cleaning, P-TEX applicable gouges, renewing base grind & texturing, Ceramic disc side & base edge sharpen, detune, wax & buff.

Pass Holder.....\$40

Non-Pass Holder.....\$45

SKIS/SNOWBOARD MINOR TUNE

Recommended maintenance for equipment in good condition. Includes base cleaning, renewing base grind & texturing, Ceramic disc side & base edge sharpen, detune, wax & buff.

Pass Holder.....\$30

Non-Pass Holder.....\$35

SKIS/SNOWBOARD WAX & SHARPEN

Recommended after every 5-10 uses and before a mountain trip. Includes base cleaning, side edge sharpen, detune, wax & buff.

Pass Holder.....\$20

Non-Pass Holder.....\$25

SKIS/SNOWBOARD WAX or SHARPEN.....\$15

Includes side edge sharpen & detune OR base cleaning, wax & buff.

SKI BINDING ADJUSTMENT.....\$10

Includes binding adjustment to boot & DIN setting.

SKI BINDING MOUNT.....\$20

Includes binding mount on new skis or remount.

SKI BINDING INSPECTION.....\$20

Includes inspection of binding release & boot to binding adjustment.

SNOWBOARD BINDING MOUNT.....\$10

Includes binding mount on new board, removal of existing bindings and remount, or a stance change.

HAND IRON WAX.....\$10 Surcharge

Due to the efficiency and waste reduction of our WaxJet, there will be an additional \$10 charge to replace our regular wax with a hand iron wax. Please inform technician of substitution at time of drop-off.

Other services available at the discretion of the technician.

Snow Valley Racing



Nancy Greene Programs: November 2011 to March 2012

This program introduces children to the basic ski techniques & skills, basic safety rules, and teamwork with an emphasis on enjoyment of the sport.

Racers are introduced to competition through our in-house Nations Cup events (included in the registration fees) as well as zone & provincial events (additional entry fees apply) held throughout the season.

Dream Team (Ages 4-5) 3 hrs/week Saturdays: 9:00am - 12:00pm

Dream Team Plus (Age 5) 4.5 hrs/week

Tuesdays 6pm - 7:30pm AND Saturdays 9am - 12pm

Designed for those who participated in last year's Dream Team and are looking for extra skiing time.



Nancy Greene Flex Program (Ages 6-10) 4.5 hrs/week

Tuesdays or Thursdays 6pm - 7:30pm AND Saturdays 9am - 12pm

This program offers racers a lighter training schedule.

Nancy Greene Regular Program (Ages 6-10) 6 hrs/week

Tuesdays & Thursdays 6pm - 7:30pm AND Saturdays 9am - 12pm

Regional Programs (Ages 11-17) 6 hrs/week

November 2011 to March 2012

Tuesdays & Thursdays 6pm - 8:00pm AND Saturdays 9am - 11am

This zone-based program is a recreational, social based program with races around Edmonton and a provincial final in Jasper.

Kinder Provincial Program (Ages 11-14)

September 2011 to May 2012

This high performance program is for racers looking for a challenging environment. Races are held throughout the province with the opportunity to qualify for national and international events.

FIS Program (Ages 15-18) Year Round Program

This high performance program is for racers looking for a challenging environment and/or aspiring to make the next step in racing.

Free Rookie Camp

Our FREE Rookie Camp is an exciting option for potential young racers who are interested in trying our programs! All participants must pre-register and supply their own helmet and equipment. Snow Valley provides complimentary area passes for this camp. Visit our website for more information.

Please Note

- All racers must be Snow Valley season pass holders.
- There are minimal fundraising requirements in addition to membership fees in which all families are expected to participate.



Contact Us - For more information, pricing, or to register, please visit www.snowvalleyracing.ca or call 780.434.5053.



Birthday Parties & Group Rates



Celebrating your special day or need a great activity for a group of your family and friends? Do it on the slopes at Snow Valley! For more info and our group and birthday party rates, click on www.snowvalley.ca



Snow Valley Perks



Become a fan of Snow Valley on Facebook or follow us on Twitter and get up to the minute news, Twitter and Facebook only contests and Weekly Wednesday Deals!

Just click on snowvalley.ca to get to our Facebook and Twitter pages.



Snow Valley's Community Initiatives Program

As an active, community-based, not-for-profit organization, Snow Valley prides itself in being able to give back to the community that has supported us for over 60 years. We currently operate the Community Initiatives Program (CIP) that provides affordable recreation programs to worthy groups such as the Edmonton Youth Emergency Shelter, the Boys and Girls Club of Edmonton and the Edmonton Big Brothers, Big Sisters organizations. Through the CIP, Snow Valley brings winter sports enjoyment to those who may not otherwise be able to access it.

One of our most prominent fundraising events for CIP each year is the Snow Valley Skis & Tees Golf Tournament. We would like to once again thank all of our corporate and individual supporters who make this tournament a huge success each year. For pictures and more information on participating please visit the Golf Tournament web page at www.snowvalley.ca

snow rider

SKI & SNOWBOARD SHOP

Find everything you need at Snow Rider! Conveniently located behind Guest Services, Snow Rider specializes in high performance accessories and youth hard goods. Whether you forgot something or need new gear, we carry the best brands in the industry.

Snow Rider also carries the smallest equipment for your little tots! Growing kids? Ask about our Junior Buy-Back program, which can keep your little rider in safe, properly fitted gear all season long.

Remember to show your Season Pass at Snow Rider to receive **15% off** all regular priced merchandise OR your 3 or 5 week lesson program card to receive **10% off** all regular priced merchandise.

Simon's Cub Club

If you're between the ages of 3-12 you can join Snow Valley's Simon the Snow Leopard's Cub Club! Simon has an exclusive club just for kids that offers free stuff, monthly e-letters, special event discounts and MORE! The more you ride at Snow Valley the more FREE stuff you can get! Register at Snow Rider for FREE! Simon won't forget your birthday either! Become a member today!



The Lodge at Snow Valley



Host your next big event at The Lodge at Snow Valley! It's the perfect backdrop for a spectacular wedding ceremony, trade show, corporate get-together, fundraiser or any other function. The Lodge offers on-site catering, a full-service bar, and seating for up to 225 guests. For more information, or to book your event, please call 780.434.3991 ext.226 or email catering@snowvalley.ca

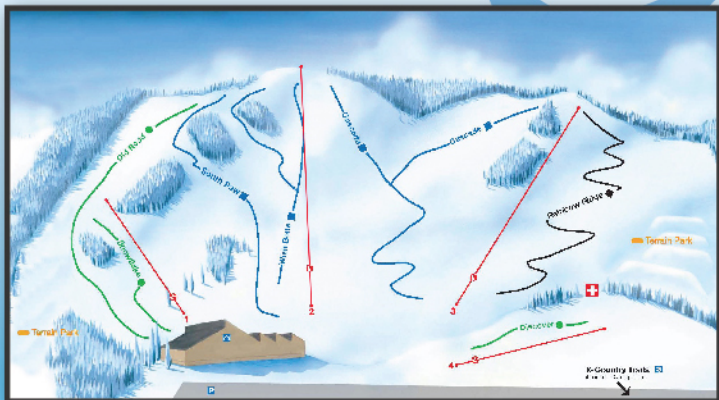
Snow Valley Snow Shuttle

Go green and travel to Snow Valley on the Snow Shuttle! For schedules and routes please visit www.snowvalley.ca

Snow Valley Event Dates

Save the date and join us for the following annual events:

August 1-31	15% off Season Pass Sale
August 21	Snow Valley Local Tent Event
Sept 1-30	10% off Season Pass Sale
September 11	Snow Valley Environment Day with Yard Sale (Rain out day Sept. 18)
October 1-31	5% off Season Pass Sale
October 6 & 13	Job Fair
October 15 & 16	Ski & Snowboard Swap & Sale
October 29 & 30	Halloween Haunt
November	Winter Carnival
November	Opening Day
November 19 - 23	Fall Session Lessons begin
December 18	Holiday Celebration
Dec. 27 - Jan. 6	Holiday Lessons
January 9 - 15	Winter Session Lessons begin
January 28	Pump up the Jam! 12 & Under Competition
February 13 - 19	Spring Session Lessons Begin
February 14	Valentine's Day Special
March 1 & 2	Teacher's Convention Lessons
March 3	The Big Hit Terrain Park Comp
March 26 - 30	Spring Break Lessons (Conditions Permitting)



Hours of Operation

Pre-Season Hours (Starting August 20th until opening day)
Saturday & Sunday 10:00am - 4:00pm

Regular Hours (Mid-November 2011 to Spring 2012*)
Monday to Friday 9:30 am - 9:00 pm
Saturday & Sunday 9:00 am - 5:00 pm

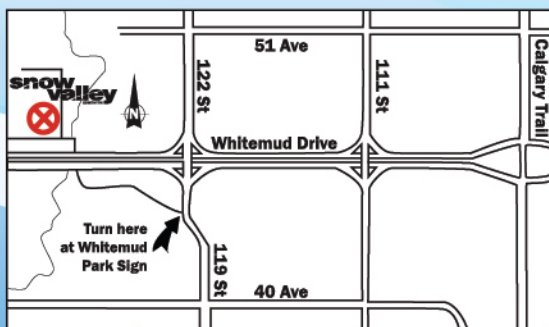
Holiday Hours

November 11, 2011	9:00 am - 5:00 pm
December 24, 2011	9:00 am - 4:00 pm
December 25, 2011	CLOSED
December 26, 2011	10:00 am - 5:00 pm
December 27-30, 2011	9:00 am - 9:00 pm
December 31, 2011	9:00 am - 4:00 pm
January 1, 2012	10:00 am - 5:00 pm
January 2 - 8, 2012	9:00 am - 9:00 pm
February 20, 2012	9:00 am - 5:00 pm
March 1-2, 2012	9:00 am - 9:00 pm

Spring Hours (Conditions Permitting)
March 20 - 30, 2012 9:00 am - 5:00 pm

*All dates and times are weather dependent

Sign-up online for the Snow Valley monthly e-newsletter to receive the latest in news, discounts, contests and events.



119th Street off Whitemud Drive

Mailing Address: P0 Box 21100, Edmonton, AB T6R 2V4

Phone: 780.434.3991 Fax: 780.436.5479

1-888-434-3991 (toll-free within Canada)

ski@snowvalley.ca

www.snowvalley.ca

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