



FOR RELEASE
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Yukon government partners with Mount Sima to attract elite skiers and snowboarders

WHITEHORSE—The Government of Yukon has contributed \$160,000 to the Friends of Mount Sima Society to help develop an early-season training facility for elite ski and snowboard athletes from across Canada.

"This initiative will help ensure Mount Sima remains a winter recreation hub, and will increase Yukon's profile within the Canadian sport community," Minister of Community Services Currie Dixon said. "Increasing usage of Mount Sima supports its operations and supports our commitment to provide improved sport and recreation opportunities for all Yukoners."

Each fall, provincial and national ski and snowboard teams struggle to find suitable early-season training areas, often travelling outside of Canada to train. This funding supports the development and maintenance of Mount Sima's world-class terrain, new ski lift and snowmaking system. Combined with Mount Sima's proximity to dry-land training facilities, this funding enables Mount Sima to meet all of the requirements for early-season training.

"Mount Sima's pre-season training program builds on successful sports tourism programs and adds to the winter tourism products offered," Minister of Tourism and Culture Elaine Taylor said.

The training program includes work with a number of Yukon businesses and organizations and is expected to increase the long-term sustainability of the hill. The initiative will provide an important source of revenue for Mount Sima and is also expected to bring economic benefits to Whitehorse.

"Social, cultural and economic benefits for Yukon residents and communities are a priority for this government," Minister of Economic Development Stacey Hassard said. "This project addresses community needs and has the potential to contribute to Yukon's economic prosperity with positive effects for the service industry."

The first group of provincial and national ski and snowboarding athletes are scheduled to arrive in Whitehorse on November 6.

"Friends of Mount Sima is excited to welcome the first group of athletes in November. They will be the first of over a hundred athletes who will be using Sima for pre-season training this month," past-president of the society Laurie Henderson said. "With this funding, Mount Sima will be able to develop its capacity as a pre-season training site by improving its snowmaking capacity and purchasing additional safety netting. As well, the funds will assist us in marketing Sima to provincial and national teams this year and in coming years. We are also excited for the opportunity to work with incoming coaching staff and athletes to offer development programs for Yukon athletes and youth."

For more information about the pre-season training program, please contact the Friends of Mount Sima Society.

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