

FOR RELEASE
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Friends of Mount Sima Society receives funding for pre-season training program

WHITEHORSE—The Government of Yukon is contributing \$145,000 to the Friends of Mount Sima Society to continue the pre-season training program for elite ski and snowboard athletes from across Canada.

"The Friends of Mount Sima Society continues to demonstrate its dedication to sport and to the community as a whole," Minister of Economic Development Stacey Hassard said. "The Government of Yukon is proud to provide support for an innovative program that provides a unique training opportunity for local and visiting athletes alike."

This is the second year the Yukon government has provided funding for this initiative through the departments of Economic Development, Community Services, and Tourism and Culture. The funding will be used to support the program and to build upon the existing infrastructure.

"Continuing this program will help Mount Sima remain a hub for winter recreation, providing Yukoners with a better quality of life and more opportunities to stay active throughout the winter months," Minister of Community Services Currie Dixon said. "We look forward to welcoming this year's crop of athletes to the territory."

The development of the program involved 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.

"Last year more than 150 athletes representing national and regional teams from B.C., Alberta and Ontario benefitted from early-season training at Mount Sima's facilities," Minister of Tourism and Culture Elaine Taylor said. "Yukoners saw benefits as well, including an increase in revenue in the transportation, accommodation and hospitality industries."

Many of this year's visiting athletes attended last year, marking the success of the program. The first group of provincial and national ski and snowboard athletes are scheduled to arrive in Whitehorse in November.

"Year two of the pre-season training at Mount Sima is shaping up to be an exciting and busy time with all teams from last year returning to the hill and several new teams from as far away as Nova Scotia booked to train this November. The funding will enable Mount Sima to improve its snowmaking capacity and purchase a much needed updated groomer," Friends of Mount Sima Society president Scott Casselman said. "Yukon athletes and youth will also have the opportunity to train alongside provincial and national teams expanding their performance on the competition circuit."

Learn more: Friends of Mount Sima Society

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