



HORSESHOE RESORT ANNOUNCES \$1 MILLION INVESTMENT IN SNOWMAKING

Resort dedicates earnings towards passholder and guest benefits

FOR IMMEDIATE RELEASE

BARRIE, ON, March 10, 2024: Horseshoe Resort, one of Ontario's premier winter destinations, announces a \$1 million investment into its snowmaking infrastructure. The resort aims to enhance guest experiences and ensure optimal snow conditions throughout the winter season.

With the installation of premium equipment from HKD Snowmakers, Horseshoe is poised to continually upgrade its snowmaking capabilities. The expansion project will strategically increase snowgun coverage across key areas of the resort, ensuring consistent and high-quality snow conditions for guests to enjoy.

"This investment underscores our commitment to delivering exceptional winter experiences for our passholders and guests," said Laura Kiley, Director of Marketing at Horseshoe Resort. "By leveraging state-of-the-art snowmaking technology, we're elevating our ability to provide top-notch snow conditions across our slopes and trails."

The snowmaking expansion is part of Horseshoe Resort's ongoing efforts to enhance guest satisfaction and solidify its reputation as a leading winter destination in Ontario. The resort's dedication to innovation and quality ensures that visitors can enjoy unparalleled Ontario skiing and snowboarding experiences season after season.

In addition to the snowmaking investment, Horseshoe Resort is excited to announce its annual Season Pass Spring Sale. Beginning today, guests can take advantage of the lowest pricing of the year on season passes for winter 2024/2025. Furthermore, those who purchase their season passes before April 30 will receive hundreds of dollars in added value, including exclusive perks and select summer activity benefits.

"We're thrilled to offer our guests unbeatable value through our Season Pass Spring Sale," said Justin Singer, Director of Recreation at Horseshoe Resort. "We have the unique resort ability to adventure year-round. With recreational benefits through the warmer seasons and unlimited access to our slopes next winter, it's an awesome deal you won't find at most ski resorts limited to snowy months."

For more information about Horseshoe Resort, the snowmaking expansion, and the Season Pass Spring Sale, please visit horseshoeresort.com/spring-sale.

ABOUT US

Horseshoe Resort, established in 1962, is a four-season family-friendly getaway destination for outdoor adventures, conveniently located just over an hour north of Toronto and 20 minutes from Barrie. Experience the scenic surroundings of Horseshoe Valley. Horseshoe Resort is a property of Freed Hotels & Resorts.

With 29 Alpine ski and snowboard runs, 30 km of groomed Nordic trails, terrain park, snow tubing, snowshoeing, fat biking, golfing, lift-operated downhill bike park, mini putting, Lake Horseshoe, Treetop Trekking, Yamaha Adventures, hiking and biking trails, two restaurants, Amba Spa and more, there's something for everyone!



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