

MEDIA RELEASE

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Avalanche Awareness Night “Know the Snow Before You Go”

Local skiers, boarders, and ice-climbers — take note. Mountain Culture at The Banff Centre and Parks Canada are once again presenting a free evening of expert speakers and exciting films to remind all locals of the importance of avalanche safety. If you plan to venture onto the snow slopes this winter, this evening is for you.

Avalanche Awareness Night includes high adrenaline films from the Banff Mountain Film Festival and presentations by avalanche and winter safety experts. The evening also features great door prizes and a trade show highlighting the latest avalanche safety information and equipment.

More and more people venture ‘out of bounds’ in the Canadian Rockies every winter in search of the steepest and deepest powder to ski and ride. In doing so they encounter avalanche terrain. Some will apply their avalanche safety skills and experience to stay alive and others, with little or no training, will expose themselves to potentially lethal danger.

This fifth annual Avalanche Awareness Night , sponsored by Parks Canada, the Canadian Avalanche Association and The Banff Centre, will deliver the winter safety message to Bow Valley locals through fun and informative presentations. The event takes place Sunday, January 12, beginning at 7:30 p.m. in the Max Bell Auditorium. Last year’s show was packed – so get there early.

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The Banff Centre is Canada’s centre for creative excellence in the arts, leadership development, mountain culture, and conferences. Mountain Culture at The Banff Centre promotes understanding and appreciation of the world’s mountain places by creating opportunities for people to share– and find inspiration in –mountain experiences, ideas and visions.