



## 50 Years of Skiing & Riding at Fernie Alpine Resort – A Look Back & A Look Forward

Legend has it; Fernie's story starts way back in **1879** with the birth of "The Griz" who is credited with bringing the plentiful powder (up to 42 feet in a season) to Fernie year after year.

From there we jump to **1962**, with the donation of all the land by Galloway Lumber and many countless volunteer hours of many dedicated individuals and businesses, the Fernie Snow Valley Ski Resort officially opened for the first time on January 10<sup>th</sup>, the slopes filled with smiling powder lovers. After the official opening of the ski hill, the development kicked into gear with Heiko and Linda Socher. There were many fast milestones including the beginning of Ski School in **1968** by Linda Socher, the opening of Lizard Bowl and part of Cedar Bowl in **1969** and the first on hill accommodations in **1970**, one of the first ski in/ski out lodging properties built in the Rockies.

50 Years Later, in the 2011/2012 Ski Season, Fernie Alpine Resort celebrates with Ski Heritage Week and to commemorate this milestone we are taking skiing to the peak this year with the NEW Polar Peak lift, bringing the most runs and the most vertical in the Canadian Rockies to Fernie Alpine Resort!

"This historic milestone in Canadian Skiing History is all about celebrating the passion, hard work, dedication and vision of Fernie's skiing pioneers – it's a tribute to all the Powder Lovers!" Says Matt Mosteller, VP of Marketing & Sales at Resorts of the Canadian Rockies.

We want to hear YOUR History of Skiing and Riding at Fernie Alpine Resort, visit our [Facebook Fan Page](#) to share your story!

To get a full list of events during the Heritage Ski Week Visit: [www.facebook.com/ferniealpineresort](http://www.facebook.com/ferniealpineresort)

To get Updates on the NEW Polar Peak Lift including pictures Visit: [www.skifernie.com/polarpeak](http://www.skifernie.com/polarpeak)

**FERNIE**  
Alpine Resort

**NEW Lift To Ski The Peak This Winter!**

**SKI THE PEAK**

Ferne Alpine Resort- Celebrating 50 Years of Legendary skiing memories with the **NEW Polar Peak Lift - Ski The Peak** this winter. You owe it to yourself to experience the Peak of Skiing experiences

- Most Ski Runs in the Rockies
- Most Snow in the Rockies
- Only New Lift in the BC Rockies
- New Alpine Bowl Skiing Experience
- Now Most Vertical in the Rockies