



**FOR IMMEDIATE RELEASE**

## **Albertans encouraged to spend Family Day celebrating ‘Golden Rules’**

*Experience outdoor adventure, theatre and heritage in Golden, B.C. on February 13 - 15, 2016*

**February 4, 2016 - GOLDEN, B.C.** To help Albertans celebrate Family Day this year, Golden is encouraging families to travel past the border and experience B.C. mountain culture so they can truly understand why Golden rules. Situated between the Canadian Rockies and Columbia Mountains and surrounded by national parks, Golden offers an array of outdoor activities for the whole family. Located 258 kilometres west of Calgary and catering to all tastes and budgets, families are invited to embrace Golden’s energetic spirit and experience its adventure playground.

“This is a fantastic weekend to bring the whole family out for an affordable mountain vacation,” says Joanne Sweeting, executive director, Tourism Golden. “Take the kids and explore our beautiful alpine scenery. There’s something for everyone, from cross-country skiing, snowshoeing and tobogganing, to snowmobiling and backcountry skiing for the adventure enthusiasts.”

Families are encouraged to start their weekend’s early and visit local attractions, businesses and spend time participating in Golden’s wide array of outdoor winter activities. Families can supplement their schedules with a number of preplanned activities happening in town throughout the weekend, including Golden’s biggest winter event of the year and special activities at Kicking Horse Mountain Resort.

On February 13 at 6:45 p.m. more than one thousand people are expected to gather in Spirit Square for Golden’s biggest winter festival. Celebrating its tenth anniversary, the Snow King’s Masque Parade is a combination of creative self-expression via community art-making and theatrical spectacle. Guests will welcome Snow King and Lady Spring down from the mountain with a torch-lit escort. Families have the opportunity to get involved by creating ‘low tech magic’. The parade will then move to the Golden Civic Centre where guests will enjoy an evening of music, dancing, stilt walking and giant puppets. Snow and ice carving, shadow plays, fire spinning and other circus arts will be part of the magical evening. For more information, visit [Golden Events](#).

“Our Masque Parade is a must-see for Albertans heading to the mountains for their Family Day weekend. Golden’s most talented performers will be dressed in extravagant and intricately designed costumes. They put on a really entertaining show,” says Sweeting. “We expect more than one thousand people to join us this year.”

Starting on the evenings of February 12 and 13, families can enjoy an array of activities including disco tubing, a bouncy castle, skating, and night skiing at the Learning & Adventure Centre at Kicking Horse Mountain Resort. At the end of the night, guests can warm up by the fire pit and relax with a complimentary hot chocolate in hand.

To inspire families to venture outdoors, Helly Hansen will host a ‘Gone on a catwalk’ scavenger hunt on February 13. Between 9:00 a.m. and 4:00 p.m. skiers at Kicking Horse have the opportunity to claim Helly Hansen gear, including winter clothing and accessories, that have been hidden all over the resort in virtual form. Participants that are first to discover the virtual gear will have the items mailed to them. Helly Hansen’s ‘Winter Duel’ app must be downloaded to participate. The app will notify participants when they are in close proximity to a hidden product. For more information about prizes, terms and conditions of the Scavenger Hunt, [click here](#).

After a ski day at Kicking Horse, sit back, relax and enjoy live music between 3:00 p.m. and 5:00 p.m. at the Whitetooth Grill inside the Day Lodge. This weekend’s Concert Series will showcase The Swillbillies, Joel Falardeau and Tony Bell on Feb 12, 13 and 14 respectively. Families can sample the new après-ski menu, including nachos, ribs and sharing platters, in addition to happy hour drink specials.

Families can enjoy many [dining options](#) in the Town of Golden. Offering a wide range of culinary delights, families can enjoy an intimate dinner in one of Golden’s award-winning, casual, fine dining restaurants such as the Cedar House, Eleven22 or The Island. The Rockwater Grill & Bar or The Golden Taps Pub are also great options for families; they cater to all tastes and are the perfect spots to get to know Golden’s friendly locals.

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Catering to all budgets, Golden offers an array of lodging options, from cozy bed & breakfasts with breathtaking mountain views, to centrally located hotels or motels with convenient access to downtown amenities. Families can enjoy the comfort of quaint, charming cabins, chalets and lodges that are set within the quiet peacefulness of the mountains.



Photo caption: Golden's biggest winter festival, the Snow King's Masque Parade  
Photo credit: Tourism Golden

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To access Tourism Golden's fact sheet, click [-here-](#)

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**About Tourism Golden:** <http://www.tourismgolden.com>

Tourism Golden is a non-profit, tourism industry-led Destination Marketing Organization (DMO) representing the Town of Golden and surrounding area known as Kicking Horse Country in British Columbia, Canada. Tourism Golden is governed by a volunteer Board of Directors representing accommodations, tourism operators, attractions and local businesses.