

City and Slope set to rock Vancouver from the mountain peaks to the city streets

January, 2012, Vancouver, B.C. – City and Slope is a four-day destination mountain and music festival that is set to take over Vancouver's three local mountains and downtown core this February.

Working in partnership with Grouse Mountain, Cypress Mountain, Mount Seymour, the Vancouver Hotel Destination Association (VHDA), Yaletown BIA, The Adelpia Group, Live Nation, Blueprint Events, the Museum of Vancouver and Science World, 2012 will mark the beginning of City and Slope as Vancouver's signature annual winter event.

On the slopes, the focus will be on winter sport activities and animations on each of Vancouver's local mountains, all with a unique theme – from outdoor adventures at Grouse Mountain to snowboarding at Mount Seymour to Canada 2010 Olympics at Cypress Mountain.

Vancouver is the only city in the world to feature three world-class skiing facilities within 25 minutes of its downtown sector, so City and Slope has put together an exclusive bundled pass that allows guests to enjoy access to all three mountains and save up to 20 per cent on mountain passes.

And to celebrate the two-year anniversary of the Olympic Winter Games and the splendor of winter in Vancouver, Grouse Mountain is presenting 24 Hours of Winter on Feb 11th and 12th, where all facilities at Grouse, from skiing to dining, will be in full operation all night long.

The highlights of 24 Hours of Winter include: 24 hours of skiing/snowboarding/ice skating; Sunset, midnight and sunrise guided snowshoe tours/fondue snowshoe tours; Midnight Ski/Snowboard Park Jam; Sunset and sunrise tours to the Eye of The Wind; Live DJ performances; Bars open until 4AM; Midnight Touch Light Parade, Action sport movie screenings at the Theatre in the Sky; Skiing and snowboarding with an Olympian and night time 'dark' Zipline tours.

In the city, the focus will be on cultural and music events, including illuminations in Yaletown and Science World; a day-long ice carving competition at Yaletown Park; animations at the Museum of Vancouver; and the music series, where a host of performances will be showcased by partners The Adelpia Group, Live Nation and Blueprint Events, culminating in the Electric Avalanche – a 6,000 person music event featuring superstar celebrity DJ Benny Benassi at the Vancouver Convention Centre.

All attractions will provide exclusive discounts to City and Slope, to be bundled with hotel packages at www.cityandslope.com.

City and Slope aims to become a 10-day festival by 2015, with additional attractions, exclusive discounts and partners introduced each year.

For more information please visit www.cityandslope.com, or check out City and Slope on twitter: @cityandslope or Facebook: <https://www.facebook.com/cityandslope>

-30-

Michelle Connolly
(604) 638-2200 ext. 227
michelle@talkshopmedia.com

About City and Slope:

City and Slope is a 4-day mountain and music festival that is taking place in Vancouver from Feb 9th to 12th, 2012. City and Slope will offer an exclusive bundled pass to Vancouver's three local mountains (Grouse, Seymour and Cypress), as well as a series of attractions taking place on Grouse Mountain during 24 Hours of Winter and in the downtown core – from lighting animations

and ice carving, to a 6,000 person music event. All attractions will provide exclusive discounts to City and Slope, to be bundled with hotel packages on the festival's website/booking system: www.cityandslope.com.