



panorama
mountain village CANADA

FOR IMMEDIATE RELEASE

Press Contact:
Hayley Wilson
Panorama Mountain Village
Tel: 250-341-4194

MAD TRAPPER RETURNS TO INSANITY Panorama Bike Park Opens on June 26th

Panorama Mountain Village, B.C. – Tuesday, June 9th, 2008 – Panorama’s Bike Park opens for the season on June 26th. On June 28th, the Mad Trapper B.C. Cup Downhill Race heats up the summer as riders take on Insanity once again.

Insanity is one of Panorama’s original mountain bike trails and has been a favorite amongst B.C. Cup riders since 2001. It has seen a great many changes since its inception, evolving into an insanely fast and gnarly trail for advanced riders.

Running the entire length of Insanity, the Mad Trapper race course starts from the top of the Mile 1 Quad with a high-speed straight line section that leads to a small road gap and a massive roller. From there, the trail heads into the trees through rough and rooty terrain. There is no time to rest, as the trail heads into the “Dollar Sign” descent. After crossing Old Timer, Insanity lives up to its name, as riders find their way through the rock garden, which eats wheels if not careful. The terrain eases up a bit as it winds under the Mile 1 Quad through flatter terrain with off camber turns and more roots. The final section is a high speed and rock-infested single track, which ends with a wide berm to vault riders through the finish line.

The Mad Trapper Downhill Mountain Bike Race is sponsored by Kona, Coca-Cola, Lusti’s/Mountain Outfitters, and Forzani.

2009 Mad Trapper Registration & Schedule Registration

- Mail-in registrations are accepted until Friday, June 19th, 2009.
(Attn: Nancy Brush, General Delivery, Panorama Mountain Village, Panorama, BC, V0A 1T0)
- Online registrations are accepted until Friday, June 26th, 2009 (11:59pm).
- On-site registrations are accepted until Saturday, June 27th, 2009 (4:30pm).
- A \$10 late fee applies to all registrations received after June 19th.
- The registration fee is \$50 per competitor and includes a Rider BBQ on Saturday and a lift ticket on Sunday. Discounted lift tickets are available on Friday and Saturday, when purchased with Panorama lodging.

Friday, June 26th

- 10:00am to 6:00pm – Mile 1 Quad open for mountain biking

Saturday, June 27th

- 10:00am to 6:00pm – Mile 1 Quad open for mountain biking
- 10:00am to 5:00pm – Mad Trapper Registration (Ski Tip Lobby)
- 11:00am to 2:00pm – Panorama Firefighters BBQ on the Great Hall Deck
- 3:00pm to 6:30pm – 47 Parker live on the Great Hall Deck
- 5:00pm to 7:00pm – Riders Burger BBQ on the Great Hall Deck

Sunday, June 28th

- 9:00am to 11:00am – Downhill rider sign-in and mandatory training run (new registrations will not be accepted)
- 10:45am – Professional riders only loaded on chair
- 11:00am to 11:30am – Professional riders training run
- 11:00am to 2:00pm – Panorama Firefighters BBQ on the Great Hall Deck
- 12:00pm – Downhill race starts
- Awards to follow half an hour after completion of the race

The Mad Trapper Downhill race is only one of many activities available on opening weekend at Panorama. From sightseeing chairlift rides to ATV tours, Panorama offers something for the poolside lounge and the adventure seeker.

Panorama opens for the mountain bike season on Friday, June 26th, with the Mile One Quad operating between 10:00am and 6:00pm. For more information about mountain biking at Panorama or the Mad Trapper Downhill Race, visit www.panoramaresort.com.

High resolution photographs of the bike park are available upon request.

Panorama Mountain Village, located in the Purcell Mountains, has one of the largest vertical descents in North America. Quad chairlifts give access to the summit and over 100 trails, including former Heli-Ski terrain in Taynton Bowl. Panorama is also home to Greywolf, ranked British Columbia's best golf course by Golf Digest. For more information, visit www.panoramaresort.com.

About Intravel ULC

Intravel is a world leader in experiential destination resorts. The company has interests in ten resorts at North America's most popular mountain destinations including Whistler Blackcomb, a host venue for the 2010 Winter Olympic and Paralympic Games. The Intravel network also includes Canadian Mountain Holidays, the largest heli-skiing operation in the world, Sandestin Golf and Beach Resort in Florida and Club Intravel—a private resort club with locations throughout North America. In addition, Intravel develops real estate at its resorts and at other locations across North America and in Europe. Intravel is headquartered in Vancouver, British Columbia. For more information, visit www.intravel.com