



FOR IMMEDIATE RELEASE

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Celebrate Diversity in True Colour!

Rainbow Ski Weekend at Blue Mountain – March 23rd - 24th

Blue Mountains, Ontario. March 6, 2018 --- Grab your red boarder pants, yellow ski jacket, blue gloves, green toque and orange scarf and join us for the most colourful LGBTQ family celebration of diversity and inclusiveness you can imagine at the first annual Rainbow Ski Weekend at Blue Mountain. It all starts with the official flag raising in the Village Events Plaza Friday March 23rd at 2 pm. Then things kick into gear Saturday with great skiing and snowboarding all day plus exciting family events on and off the mountain. From the “like-nothing-you’ve-ever-seen-before” category, a special guest racer will blast down a *Smart Alec* race course sending plumes of colour into the air with every gate he crashes. Have your cameras ready! Off the hill, the Events Plaza will be alive with exciting entertainment including Drag Queen shows featuring Xtacy Love, Mona Moore and Ivory Towers, groove dancing with Tyler Boyle and interactive drumming with crowd-favourite Bambalamb! from 1 to 5 pm.

“The event is sure to be great fun for community members of all ages,” says Brandon Rheal Amyot, President of Fierté Simcoe Pride. “We are thrilled that Blue Mountain is joining in the celebration of Pride. It is incredibly important to our local Lesbian, Gay, Bi, Trans, Queer, and Two-Spirit (LGBTQ2) community to have support from other organizations and businesses. It will greatly benefit the growth of Pride throughout the region.”

All Day and Apres.

When it's time to kick the boots off, you can enjoy live music at Twist Martini Restaurant & Lounge from 3 to 6 pm or get the whole gang together for a ticketed, fun, and family-friendly Rainbow Pool Party at Plunge! Aquatic Centre from 7 to 9 pm – with proceeds going to benefit local pride organizations, including Simcoe County Pride. Then the 19+ crowd can take things

well into the night with the after-party at SMASH Niteclub in the Village from 9 pm onwards featuring a guest DJ and Xtacy Love.

For more information and complete event listings visit
<http://www.bluemountainvillage.ca/rainbowskiweekend>

About the Village:

Between the foot of the Niagara Escarpment's scenic Blue Mountains and the rugged shores and crystal-clear waters of Georgian Bay, the picturesque Blue Mountain Village is Southern Ontario's premiere four-season destination. A cobblestoned pedestrian village framed by turn-of-the-century Ontario architecture, the Village offers a wide variety of family accommodations, activities and attractions including 50 unique shops and restaurants. An incredible natural retreat, the Village offers as much – or as little – as you'd like to do. For a complete listing of Village events, please visit www.bluemountainvillage.ca
