

FOR IMMEDIATE RELEASE:

Mike Wiegele Helicopter Skiing's Helmet Policy a No-Brainer

Blue River, BC, March 15, 2011 - Safety is at the forefront of Mike Wiegele Helicopter Skiing's operation, which is why this past November the company issued a mandatory helmet policy for all of their guides. As a leading cause of death and serious injury for skiers and snowboarders, the policy was implemented to lessen the chance of preventable traumatic injuries.

A strong advocate for safety in the ski industry, Mike Wiegele notes, "it is important for our company to practice the safest measures possible." In a recent article published in the Canadian Medical Association Journal it is determined the risk of head injury was reduced by an astonishing 35% with the use of helmets.

Helmet use among guests at the heli-village resort has increased significantly in the past several years but there still are a large number of people that opt to go helmetless. Furthering their commitment to safety, the Resort also provides helmets for guest use and sells a selection at their sport shop.

Partnering with Smith Optics, the company outfitted their guides with top of the line snow helmets based on the product's reputable safety and comfort features.

The program has been very successful thus far, with a lot of positive feedback from both guides and guests alike.

For media inquiries and further story ideas, please contact:

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Mike Wiegele Helicopter Skiing lies in the heart of the magnificent Cariboo and Monashee Mountains and is one of the world's most productive regions for high quality, reliable powder snow. With more than 1.2 million acres and over 1,000 peaks, Mike Wiegele's ski terrain offers world class skiing and boarding and hosts a variety of summer activities. Mike Wiegele Helicopter Skiing was founded in 1970 by Mike Wiegele.