



January 13, 2020

FOR IMMEDIATE RELEASE

ANNUAL MWHS KIDS SNOWCAT PROGRAM GETS UNDERWAY

BLUE RIVER, BC – The Mike Wiegele Helicopter Skiing (MWHS) Annual Kids Snowcat program is back! On January 11, Blue River Elementary students and their teacher Josh Brown, joined MWHS guides on Saddle Mountain, for the first Saturday of this year's snow cat ski development program.

Over the decades, Mike Wiegele and MWHS have provided Blue River Elementary School students, the chance to learn how to ski and snowboard with certified guides. According to MWHS's founder Mike Wiegele, the snowcat program has become an extension of Mike's ski program that was started at Lake Louise, in the 1960's – which successfully developed numerous national and world champions.

"We believe strongly in giving kids the chance to ski," said Wiegele. "...and to offer them a high level of training is very special, as most of our guides are professional teachers, coaches and guides."

Wiegele explained that it is always fun to share this program with the community, as it offers a special opportunity for students to gain skills that will last a lifetime.

"We are excited to have these aspiring young skiers from the valley take part in this unique ski program."

Blue River's Elementary School teacher, Josh Brown joined his students for the first day on the mountain and says he could tell that his students had a lot of fun.

"It really is an amazing time and the whole experience was incredible," said Josh. "I would like to thank Mike Wiegele and his staff for inviting the Blue River School to be involved in such a unique opportunity in their own home town."

This year's snow cat program will run until March 14 and is open to Blue River Elementary School students.

Also, on the calendar at MWHS is the Annual Andy Aufschnaiter Memorial Cross-Country Ski Race, which will be held at Blue River's cross-country ski trails, on February 20. This year's race will welcome elementary students from School District No. 73, which draws crowds from the North Thompson Valley to cheer on the next generation enjoying the fun of this exhilarating winter sport.

[Photo: John Schwirtlich Photography](#)

Photo Caption: Blue River Elementary School students Richard Onslow, Grayson Onslow, Luke Preston, Aiden Badburn, Sierra Bradburn, Autumn Deuling, Rome Deuling, Connor Desjarlais, Tristin Dejarlais, Blue River Elementary School Teacher Josh Brown, MWHS Guides Ryan Bush and Anna Heuberger, and Mike Wiegele.

Mike Wiegele Helicopter Skiing

Box 159, Blue River, BC, Canada, V0E 1J0 T. 250.673.8381 F. 250.673.8464 www.wiegele.com



About Mike Wiegele Helicopter Skiing (MWHS): Established in 1970, MWHS is a family owned heli-ski operation – located in the heart of the magnificent Cariboo, Monashee, and Rocky Mountains ranges. This unique area of British Columbia is renowned as is one of the world’s most productive regions for high quality, reliable powder snow. The MWHS 1.5-million-acre (600,000 ha) ski terrain offers world class skiing and boarding and hosts a variety of summer activities. The MWHS resort consists of 22 handcrafted log chalets, a 20,000 sq. ft. main Lodge, a full-service Sports Shop, a Guides Haus and the Albreda Lodge – located 45 km north of Blue River. The winter season runs from December 1, 2019, until April 11, 2020.

– 30 –

For more information, please contact:

Deanna Kristensen – Marketing Coordinator

Mike Wiegele Helicopter Skiing

T: 250.673.2479

E: marketingcoordinator@wiegele.com