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FOR IMMEDIATE RELEASE

## MWHS KICKS OFF THE 50<sup>TH</sup> ANNIVERSARY SEASON

BLUE RIVER, BC – The first guests of Mike Wiegele Helicopter Skiing (MWHS)'s 50<sup>th</sup> Anniversary season have arrived in Blue River, and the operation is excited to embark on the festivities at the resort throughout the next four months.

In 1970, MWHS was established by founder, owner and heli-skiing pioneer Mike Wiegele. Today, MWHS is proud to be known around the world as one of the premier heli-skiing destinations.

“This will be a very exciting season that is for everyone and our guests, who have been a part of this incredible journey,” says Mike Wiegele.

According to MWHS General Manager Matic Vecko, the resort is looking forward to the future of the operations with excitement this winter.

“As we celebrate 50 years of providing the best and safest backcountry powder skiing experience in the world, we honor all who made this monumental achievement possible,” says Vecko.

“Our commitment to the values and vision that established MWHS as a leader in the ski industry remains firm. We would not be here today without the backing of the local community and we continue to give back to its residents and organizations,” explains Vecko.

“We are strengthening our friendship with the Simpcw First Nation, with whom we share not only the stunning mountains in which we work and play, but also our common vision of sustainable and environmentally responsible economic development.”

Over the next 10-years, Vecko states that MWHS is also focusing on increasing its investment in education and research.

“We are working with Thompson Rivers University on new initiatives that will provide better access to post-secondary education for the residents of North Thompson Valley. With tourism becoming a major economic force, we will continue to provide well-paying, local employment opportunities, which ensure that our small community of Blue River continues to punch above its weight in the regional and provincial tourism economies.”

This season will be the second year that guests will have the chance to ski and explore MWHS's new 368,752-acre (149,229 ha) tenure in the Rocky Mountains. Operations Manager Bob Sayer explains that this new area provides more options for guests to experience the operation's vast 1.5-million-acre terrain.

“Last spring, we had a chance to go out into the new Rocky Mountain tenure,” says Sayer. “We skied and named 40 runs last season, and there are hundreds more to be skied.”

Throughout the summer months, Sayer explains the guiding operations have been glading new areas on Saddle and Ptarmigan mountains, to offer more great skiing within minutes of the resort.

**Mike Wiegele Helicopter Skiing**

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“Our goal is to make runs close to Blue River, more accessible,” says Sayer.

This will be Sayer’s 34<sup>th</sup> season at MWHS and he says guests can look forward to more great skiing this winter, in the Cariboo, Monashee, and Rocky Mountains.

“Last week during Guides Training, there was three meters of snow on the glaciers,” says Sayer. “Skiing was really good.”

With snow in the winter forecast throughout the next week, MWHS is looking forward to sharing Mother Nature’s special delivery of world-famous Blue River powder with guests to kickstart this historical season.

**Photos:** John Schwirtlich Photography

**Documentary film release “Call Me Crazy – The Legend of Mike Wiegele”:** MWHS and Whistler-based Origin Outside, have teamed up to produce and deliver a celebratory film detailing Mike’s lifelong dedication to the heli-skiing industry. This film features interviews from influential connections to Mike’s ski career and showcases the talent of today’s top freestyle skiers Sage Cattabriga-Alosa, and Jennelle Yip, as well as pro snowboarder Austin Smith. *Call Me Crazy* will be part of the Mountain Culture Shortwork screenings at the Whistler Film Festival, on December 6. It has been nominated for Best Documentary at the Powder Awards, in Aspen, CO. The full film premieres online on December 9, at [www.wiegele.com/CallMeCrazy](http://www.wiegele.com/CallMeCrazy).

**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 –

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