



# Media Release

*For immediate release – November 21, 2007*

## **VIA's Snow Train to Jasper Returns for a Second Exciting Season**

### **Offering convenient weekend getaways for outdoor enthusiasts**

**EDMONTON** – VIA Rail Canada is pleased to announce that its popular *Snow Train to Jasper* with its scenic Panorama viewing cars is returning for a second exciting season. And the timing could not be better. With Marmot Basin celebrating its earliest-ever season opening, VIA's first departure on November 30<sup>th</sup> will allow outdoor enthusiasts to get a head start on the holiday rush. And for those still searching for the perfect holiday gift this season, why not consider a weekend getaway to Jasper. There's no better way to relax and enjoy an incredible journey through the Canadian Rockies than with VIA Rail.

Featuring VIA's renowned Panorama (fully domed) viewing cars, the Snow Train to Jasper will operate from November 30<sup>th</sup>, 2007 to March 23<sup>rd</sup>, 2008.

Offering Friday afternoon departures to Jasper, returning to Edmonton on Sunday evening, VIA's Snow Train to Jasper is the ultimate in comfort and convenience. For the outdoor enthusiast wanting to explore the quaint town of Jasper, a VIA on-board attendant provides information on what to see and do once you arrive. Snow board and ski enthusiasts will want to consult the on-board Marmot Ambassador to arrange for the purchase of lift tickets, lessons and rental equipment. It's one-stop shopping that allows travellers to make the most of their time in Jasper.

"When you're travelling to one of the most pristine ski destinations, right here in the heart of the Canadian Rockies, VIA's Snow Train to Jasper lets you relax and forget about our famously volatile winters playing havoc with your plans." said Steve Del Bosco, VIA's chief customer officer. "It's about sharing some of the most spectacular scenery on the planet with Canadians as well as visitors to Canada and making it all easier, safer and more fun".

Located in magnificent Jasper National Park, Marmot Basin offers 1675 acres of skiing and snowboarding terrain and 84 trails for skiers of all levels. And the season is off to a great start with Marmot's earliest ever, season opening on November 16<sup>th</sup>.

“It’s very exciting to be able to offer our skiers and boarders the opportunity to get on the slopes so early in November”, reports Marmot’s VP of Marketing, Brian Rode. “Our new snowmaking system that was installed last summer is functioning perfectly and we will continue to make snow on the lower slopes for the next several weeks”.

But there’s more to Jasper than the slopes.

Jasper is not just for skiers. Home to one of western Canada’s premier annual winter festivals – Jasper in January, or the elegant Centennial Snow Ball, and family-oriented Winter Carnival, held in February, adding this seasonal departure to VIA’s current *Canadian* schedule gives travellers the opportunity to extend their Jasper winter getaway.

Train	Edmonton to Jasper	Train	Jasper to Edmonton
7	16:00 – 22:00 (Friday)	8	16:30 – 22:30 (Sunday)
1	08:55 – 11:48 (Thurs/Sat/Mon)	2	12:20 – 17:30 (Wed/Sat/Mon)

The one-way fare for VIA’s Snow Train to Jasper is \$109.00 (CDN) for adults, with discounts for seniors (60+), students (12-17 or 18+ with ISIC), youth (18-25 with photo i.d.) and children (2-11), excluding taxes. Hot and cold beverages, light meals and snacks will also be available for sale on board. Snow Train to Jasper passengers also enjoy free shuttle bus service from the Jasper train station to their hotel.

Customers can visit VIA’s secure Web site at [viarail.ca/snowtrain](http://viarail.ca/snowtrain) to book a trip on the Snow Train to Jasper. Train tickets are also available at VIA stations across Canada. Passengers can also book their tickets for the Snow Train or a trip anywhere in the VIA system by calling 888 VIA-RAIL (888 842-7245) or through their travel agent.

As Canada’s national passenger rail service, VIA Rail connects the entire world to the West’s vibrant tourism industry. With more than 700 employees in Western Canada, VIA is dedicated to improving the quality of passenger service. From Northern Manitoba, across Saskatchewan and Alberta, to British Columbia’s Pacific Rim, VIA serves more than 100 communities. VIA continues to develop, market and deliver services to meet the needs of Western Canadians, in partnership with the people, communities and businesses served by passenger rail.

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