

For Immediate Release:
March 25th, 2008



Reunions in the Rockies

CRMR finds new ways for people to come together

Canadian Rocky Mountain Resorts is making it easier to stay connected. Through the development of a new program aimed at attracting those seeking to reunite with family, friends and clubs, the family-owned company hopes to bring people together in an age of email, voicemail, and video games.

The 'Reunions' Program offers the organizer of a reunion a free room when 20 or more rooms per night are booked. A CRMR Sales Coordinator will assist with organizing private dining or meeting space for larger families and clubs, and there is a range of activities in the Rockies that groups can take part in, including hiking, canoeing, and skiing, depending on the season. A comprehensive Reunions Package can also be downloaded from CRMR's website, www.crmr.com.

"This is a great way to make it easier for people to plan a reunion and actually spend time with those they love, or who share similar interests. We've seen a huge increase in people wanting to get away from all the so-called 'conveniences' of modern life to just spend time relaxing and catching up, or getting outside and doing whatever it is they love, whether it's knitting or hiking," explains Lisa Vinderskov, CRMR's Director of Sales and Marketing.

Canadian Rocky Mountain Resorts' properties are the ideal locations for reunions—each of the three boutique lodges offers the luxuries guests want in a vacation, but each still feels very much like a charming lodge in the mountains. It's never been as tempting—or as easy—to bring people together for some good old-fashioned reconnecting in one of the most beautiful places on earth.

For more details, please go to www.crmr.com or call 1-800-661-1367.

Canadian Rocky Mountain Resorts is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia, Deer Lodge in Lake Louise, Alberta, and Buffalo Mountain Lodge in Banff, Alberta. CRMR also owns four Calgary restaurants: Cilantro, Velvet, The Ranche, and Divino Wine & Cheese Bistro, as well as a game ranch, The Canadian Rocky Mountain Ranch, a Calgary wine boutique, Bin 905, as well as a bakery in Canmore, Panino.

Media Inquiries:

Jennifer Gerstenberger

Media & Marketing Manager

403-781-4170

jennifer@crmr.com