

For Immediate Release:

September 27th, 2007



An Unforgettable Fall Getaway-No Passport Required

A Solution to the Dilemma of What to do Between Summer and Ski Season!

Field, British Columbia-Breathtaking towering mountains, pristine turquoise lakes, lush, idyllic forests-sounds beautiful, right? Are you ready to pack your bags and book a flight tomorrow? No need. This scene is in our own backyard, just a short drive away. Too often travelers search overseas for that elusive 'perfect' vacation, when the rest of the world has already realized that British Columbia offers gorgeous scenery, amazing hiking and skiing, and luxurious accommodations.

Canadian Rocky Mountain Resorts is excited to offer residents of British Columbia an excuse to get away-for a night, a weekend or a few weeks-to an area that is close at hand but still definitely considered an escape. The Western Canada Special was created just for residents of British Columbia, and offers those residents special rates at Emerald Lake Lodge here in British Columbia. At Emerald Lake Lodge, Superior Rooms start at \$85.55, and includes breakfast (per person per night, based on double occupancy plus any applicable taxes or fees). This special rate is a way for Canadian Rocky Mountain Resorts to say 'thank you' to residents of British Columbia who work hard and deserve a relaxing retreat at our beautiful and peaceful lodge. Just as summer has faded away but ski season hasn't yet begun-and work seems to be more stressful than ever- a weekend away from the bustling city is just what the doctor ordered to re-energize and re-focus. Relax in the outdoor hot tub, enjoy a true 'Rocky Mountain' meal in our acclaimed restaurant, Mount Burgess Dining Room, and take a moment to enjoy a glass of wine from our award-winning wine list. Spend the night at Emerald Lake Lodge and remember why you fell in love with British Columbia, all over again! *Package is valid from October 1st to December 21st, 2007.*

For more information about the Western Canada Special or CRMR's other packages, please visit www.crmr.com or call 1-800-663-6336.

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 Rancho, and Divino Wine & Cheese Bistro, as well as a game ranch, The Canadian Rocky Mountain Ranch.

Media Inquiries:

Jennifer Gerstenberger

Media & Marketing Manager

403-781-4170 - jennifer@crmr.com

