



## Helly Hansen Named Title Sponsor for Wrangle the Chute 2015

*New Location for Freeride World Qualifier to be held at Kicking Horse Mountain Resort*

**VANCOUVER, BC** (February 5, 2015) — Kicking Horse Mountain Resort's annual Wrangle the Chute event has been chosen as the one and only Freeride World Qualifier event in Canada for 2015. Sponsored by Helly Hansen, the March event is now open for registration.

Each year, top athletes are invited to showcase their skills at Kicking Horse Mountain Resort's Wrangle the Chute event, as they are challenged to conquer the steepest, tightest terrain Kicking Horse has to offer. This year, the Canadian resort will join Taos, Crystal and Crested Butte as the fourth location among the Freeride World Tour qualifiers. Competitors hope to leave with a golden ticket to the Freeride World Tour.



"All of us at Helly Hansen are very happy to further expand our relationship with Kicking Horse and become the title sponsor for this iconic event," says Damien Etchaubard, marketing manager for Helly Hansen Canada. "Wrangle the Chute is an amazing event utilizing the finest terrain in the area. We're really happy to support Kicking Horse and all the athletes involved."

Including Kicking Horse Mountain Resort, Helly Hansen outfits more than 40,000 mountain professionals at more than 70 resorts and guiding companies worldwide. Participants of the event will have the chance to win a variety of gear from Helly Hansen.

Registration is now open for those with a valid 2015 FWQ Athlete License. Chosen athletes will be notified three weeks prior to the event. "This is definitely changing the game," says Max Cretin, Director of Business Development for Kicking Horse Mountain Resort. "We expect that joining the new IFSA/FWQ series will draw athletes and viewers from all over North America, creating a muster point for freeride aficionados."

For more information, visit: [www.kickinghorseresort.com](http://www.kickinghorseresort.com)

### About Helly Hansen

Founded in Norway, in 1877, Helly Hansen continues to protect and enable professionals making their living on oceans and mountains around the world. Their apparel, developed through a blend of Scandinavian design and insights drawn from living in some of the harshest environments on earth, helps provide the confidence professionals need to step out into the elements and complete their jobs. The company invented the first supple, waterproof fabrics more than 130 years ago, created the first fleece fabrics in the 1960s and introduced the first technical baselayers made with Lifa® Stay Dry Technology in the 1970s. Today, Helly Hansen is the official



uniform partner for more than 60 ski resorts and mountain guiding operations and has outfitted more than 33,000 mountain professionals. The brand's outerwear, baselayers, sportswear and footwear for winter, outdoor and water sports are sold in more than 40 countries. To learn more about Helly Hansen's latest collections, visit [www.hellyhansen.com](http://www.hellyhansen.com).

#### **About Kicking Horse Mountain Resort & Resorts of the Canadian Rockies Inc.**

Kicking Horse Mountain Resort is a world-class destination resort located 2.5 hours west of Calgary, nestled between the Purcell and Rocky Mountains in the heart of British Columbia. Winter offers a fully integrated mountain resort experience and the most progressive in-bounds skiing in North America.

Kicking Horse Mountain Resort, [www.kickinghorseresort.com](http://www.kickinghorseresort.com), is part of the Resorts of the Canadian Rockies Inc. (RCR) family. Proudly Canadian, Resorts of the Canadian Rockies Inc. (RCR) is the largest private ski resort owner/operator in North America, owning six ski resorts across Canada, including Nakiska Ski Area in Alberta; Fernie Alpine Resort, Kicking Horse Mountain Resort and Kimberley Alpine Resort in British Columbia. RCR also owns and manages a number of hotels and golf courses, including Trickle Creek in Kimberley, and Wintergreen Golf and Country Club in Bragg Creek. RCR aims to provide each and every guest The Ultimate Experience.