



HORSESHOE HOSTS FIRST RESORT-WIDE PRIDE WEEK

Resort welcomes LGBTQ2S+ for inclusivity in the outdoor sports community

FOR IMMEDIATE RELEASE

BARRIE, ON, January 22, 2023: Horseshoe Resort announces their first Horseshoe Pride Week from January 23 to January 25, 2023. This 5 day-long event is intended to be a celebration of inclusivity, equity and diversity. Horseshoe welcomes people of all identities to enjoy the outdoors and resort offerings. This event is LGBTQ2S+ friendly.

“We are excited to celebrate an inclusive presence on the slopes and the entire resort property with a Pride Week celebration,” said Jonathan Reid, Vice President and General Manager of Horseshoe Resort. “We’re looking forward to events that people of all ages can attend and appreciate.”

In addition to our daily resort outdoor activities, each evening there will be events for guests and the local community to enjoy as follows:

Monday - Shopping Spree with 20% off at HV Sports and complimentary stickers
Tuesday - Skate & Sip with complimentary hot chocolate, family skating, fire show and live DJ
Wednesday - Glow Tubing with complimentary glow sticks, live DJ and busker in a glow suit
Thursday - Trivia Night, hosted by Drag Queen “Ivory Towers”
Friday - Après Ski Bunny Soirée, featuring a signature cocktail, carved ice luge and live DJ

Pride Week events are complementary to all guests and community members. Snow tubing and lift tickets are required for access to winter activities and slopes.

Alpine lift tickets will be available at a special theme-week pricing discount with savings of up to 18 per cent off during Horseshoe’s Pride Week.

For more information and tickets, please visit: horseshoeresort.com/events/pride-week

ABOUT US

Horseshoe Resort, established in 1962, is a four-season family-friendly getaway destination for outdoor adventures, conveniently located just over an hour north of Toronto and 20 minutes from Barrie. Experience the scenic surroundings of Horseshoe Valley. Horseshoe Resort is a property of Freed Hotels & Resorts.

With 28 Alpine ski and snowboard runs, 30 km of groomed Nordic trails, terrain park, snow tubing, snowshoeing, fat biking, golfing, Ontario’s only lift-operated downhill bike park, mini putting, Lake Horseshoe, Treetop Trekking, Yamaha Adventures, hiking and biking trails, two restaurants, Amba Spa and more, there’s something for everyone!

MEDIA CONTACT

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