



Media Advisory

Splat! Snowball battle coming to Apex

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Riley Thompson can't believe his luck. After years of detentions for his favorite winter activity, this 10-year old from Okanagan Falls finally gets to throw snowballs without reprisal. Where does he get to indulge his guilty pleasure? At Apex Mountain on April 2. During the last **weekend** of the ski season and Spring Break, Apex will host a 'snowball fight' to introduce the Okanagan to Yukigassen - the latest winter craze to hit Canada.

Yukigassen (pronounced yew-kee-gah-sen) means 'snow battle' in Japan where the sport originated. "It's the winter equivalent of Paintball and Dodge Ball," says Carrie Ferguson, executive director of Yukigassen Canada based in Penticton. A typical match pits two teams of seven against each other on an official snow court. Each team is armed with 90 Yukigassen snowballs as they enter the battlefield to capture the flag of the other team. The sport is open to men and women and boys and girls aged 9 and up. All players wear helmets and face shields and only official Yukigassen snowballs are used for the safety of participants.

Everyone is welcome to try their gloves at Yukigassen at the April 2 'Learn'ament hosted by Apex Mountain. Grab your winter clothes, drive to the mountain and join in. The equipment is provided and the event is free!

This will be the last chance to try Yukigassen this season but Ferguson says not to worry, it's just a taste of what's to come. "Next year, Apex will host a fully sanctioned Yukigassen Tournament where the winning team will qualify for the Canadian National Championships in Edmonton." Teams can register for next year's Yukigassen qualifier at the 'Learn'ament.

He may not be old enough for the Championships but Riley Thompson says he'll be at the 'Learn'ament. "I can't wait to try Yukigassen!" says Thompson. After all, it's his last chance to throw snowballs before it lands him back in the principal's office when school starts.

Yukigassen Canada 'Learn'ament

What: Make snowballs using the specially manufactured Yukigassen snowball machines.
Explore the chateaus, shelters and flags on the snow court.
Launch a few snowballs in fun matches.
Meet YUKI, the sport's polar bear mascot.
Register a team for the 2012 Apex qualifying tournament for the Canadian National Championships.

Where: Apex Mountain Ski Resort (Parking Area)

When: Saturday, April 2
11 am to 3 pm

Who: Carrie Ferguson
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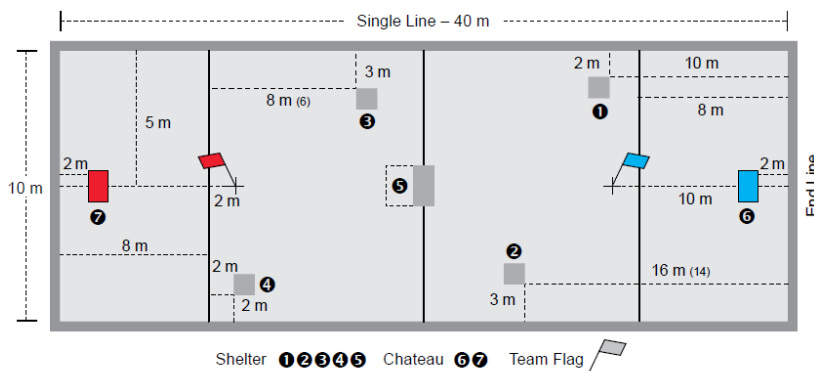
Yukigassen Canada Inc. is the governing body for the sport in Canada. Based in Penticton, British Columbia, the company is launching a series of events to establish a Yukigassen league in Canada.

About Yukigassen

Yukigassen (pronounced yew-kee-gah-sen) means ‘snow battle’ in Japan where the sport originated 20 years ago. The game is played by two teams of seven on a snow court 40 m long and 10 m wide. At each end of the field is a chateau housing a team flag. Over three periods, teams are armed with 270 snowballs each and battle to capture the flag of the opposing team. All snowballs are made to specific standards in specially manufactured Yukigassen equipment so the game is fair and safe. Protective helmets and face shields are required to play. Complete rules and regulations can be seen at www.yukigassencanada.com.

While Yukigassen is a fun event, it is also competitive. National Championships will be held annually to determine one woman’s team and one man’s team who will have the opportunity to represent Canada at the World Championships in Japan.

Yukigassen Snowcourt



Yukigassen Snowball

Each snowball is about the size of fastball with a diameter of 2.5-2.75". Team wills make their own snowballs prior to each match under the supervision of officials to ensure the equipment is used correctly and the temperature of the snow is standard for a fair and safe match.

Upcoming Okanagan Events

Apex Mountain will host a fully sanctioned Yukigassen tournament in 2012. The winner in the 19+ category will compete at the Canadian National Championships in Edmonton. The three-day event will feature a corporate challenge, youth, teen and adult tournaments, and lots of prizes and fun for everyone! Watch for more information coming soon.

Contacts

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