



The Ontario Snow Resorts Association & Canadian Ski Council Introduce Go Skiing Go Snowboarding

Inviting Never-Ever Skiers & Snowboarders to Experience Sliding On-Snow at Toronto's Nathan Phillips Square

TORONTO, ON (January 16, 2024) – The Ontario Snow Resorts Association (OSRA) is excited to announce the upcoming event, [Go Skiing Go Snowboarding](#), which will bring the snowy slopes to downtown Toronto. On **Wednesday, February 28th and Thursday, February 29th, from 11:00 a.m. to 9:00 p.m.**, [Never Ever](#) skiers and snowboarders of all ages are invited to Nathan Phillips Square to experience their first time gliding on snow.

This unique city-based experience is designed to invite as many first-timers as possible to try winter snow sports in the heart of downtown Toronto, with equipment and guidance included at no cost. First-time participants will receive access to this introductory experience with ski and snowboard equipment provided by OSRA resorts and partners.

“Skiing and snowboarding are an essential part of Canadian culture,” says Paul Pinchbeck, President of the Canadian Ski Council. “By bringing the snow to downtown Toronto, OSRA is demonstrating its collective commitment to introducing as many people as possible to the joys of being outdoors and sliding on snow during winter.”

Go Skiing Go Snowboarding is the perfect opportunity for individuals to embrace the Canadian winter and try a new winter adventure. This event welcomes new, first-time participants only, who are not set up with their own ski and snowboard gear. The Canadian Ski Council and Ontario Snow Resorts Association wish everyone a safe and fulfilled start to their life-long love of Canadian winter sports.



For more information, please visit <https://skiontario.ca>

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About Canadian Ski Council

The Canadian Ski Council exists to grow the sport of alpine skiing, snowboarding and cross-country skiing in Canada. Our vision is to focus on generating trial of our sports, by Canadians. The Canadian Ski Council helps grow all aspects of snow sports by providing resorts and aligned bodies with the right tools, programs and the right awareness of the sport. www.skicanada.org

About Ontario Resorts Association

Ontario Snow Resorts Association was originally incorporated as a not-for-profit organization on March 3, 1964, as the Ontario Ski Area Operators Association. The name was changed in 1971 to the Ontario Ski Resort Association (OSRA). Informally, it is known as the Ontario Snow Resorts Association to reflect the inclusion of other snow sports.

OSRA comprises 50 Alpine, 1 Tube Park and 9 Cross Country areas across Ontario. It also includes 7 Alpine areas from the Atlantic provinces, plus over 70 Associate members made up of equipment suppliers and service providers to the snow industry.