



FOR IMMEDIATE RELEASE

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ICET FUNDS PROJECT TO HELP MT. CAIN SKI AREA EXTEND THEIR SEASON

COURTENAY – A grant from the Island Coastal Economic Trust will help the Mt. Cain ski hill extend their season, generating revenue and jobs at the community-owned operation.

The hill - already widely known for excellent powder snow at high elevations and easy backcountry access, has struggled with low snowpack at lower elevations early and late in the season.

The \$24,000 project will involve removing stumps, rocks, brush, and re-contouring some of lower elevation slopes to allow the hill to open with less snow than is currently required. ICET is providing half of the total funding, with the Mt. Cain Alpine Park Society contributing the balance.

“Mt. Cain is a significant seasonal employer of youth on the North Island and supporting them with this funding will help to sustain and increase those jobs while increasing total skier visits and associated overnight accommodations in the area,” said ICET Chair Phil Kent.

The benefits of this project are clear, said David Mazzucchi, Chair of the Mount Cain Alpine Park Society.

“If this project had been completed last summer, we could have opened over the lucrative Christmas holiday period,” Mazzucchi explained. “Missing those days due to a lack of snow at the bottom of the ski hill meant about \$129,000 in lost revenue and \$27,000 in lost wages. This project will help Mount Cain mitigate these challenges in the future.”

The project will begin later this summer, with completion anticipated by October.

About the Island Coastal Economic Trust

Created and capitalized by the Province of BC, the Island Coastal Economic Trust has been at the forefront of economic diversification, planning and regional revitalization for the past eleven years.

ICET is independently governed by a Board of Directors and two Regional Advisory Committees which include more than 50 locally elected officials, MLAs and appointees from the Island and Coast. This exceptional team of leaders collaborate to set regional priorities and build vital multi-regional networks.

Through a community centered decision-making process, more than \$50 million in funding has been approved for over 180 economic infrastructure and economic development readiness projects. These investments have leveraged over \$270 million in new investment into the region creating more than 2500 construction phase jobs and 2600 long term permanent jobs.

A full overview of ICET can be found at www.islandcoastaltrust.ca.

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