

**NEWS RELEASE**  
For immediate release



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**Mountain Park Lodges Celebrates 40 years of History in Hospitality**

*Jasper, Alberta*...Mountain Park Lodges celebrates its 40th anniversary this fall with great excitement and pride in its achievements. Featuring a family of five hotels - the Amethyst, Lobstick and Marmot Lodges, Chateau Jasper and Pocahontas Cabins - the Mountain Park Lodges are some of the most sought-after venues for vacations to the Jasper area.

Founded in 1968 by Dr. Jack Day, Mountain Park Lodges' legacy began as a group of friends sharing their dream of building their own hotel turned into a realization of Mountain Park Lodges' first property, Lobstick Lodge. Forty years later, the Mountain Park Lodges' properties are more accommodating than ever with an array of facility upgrades. Properties are continually renovated to optimize on comfort and convenience for guests with options such as in-room WiFi connections, complimentary Internet kiosks in all lobbies and new in 2008, fitness facilities.

The properties also find inspiration in the beauty of their surroundings and boast a repertoire of innovative and environmentally sound best practices aimed at reducing environmental impact. The most recent renovations at Pocahontas Cabins salvaged burnt logs from forest fires and reclaimed wood used in older buildings. Restaurants work towards a zero-waste policy through a composting program and use biodegradable dishes and utensils for off-site catering. "Being surrounded by such beautiful natural scenery impresses on us the importance of being environmentally conscious in the way we run our business," says Mountain Park Lodges General Manager Bernhard Schneider.

"This is a significant milestone in our history – a reflection of our commitment to providing excellence in service to our patrons. These first 40 years are the result of our passion, carried forward with desire and determination to create the perfect vacation getaway in Jasper," said John Day, President and Chairman of the Board of Directors for Mountain Park Lodges.

Mountain Park Lodges kicked off their anniversary with local open houses and facility tours and will be launching an exciting getaway contest and anniversary specials early next year during peak ski season.

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