

For Immediate Release:  
June 13<sup>th</sup>, 2008



## Canadian Rocky Mountain Ranch Spring Festival

Canadian Rocky Mountain Ranch is having a Spring Festival! June 21<sup>st</sup> the CRM Ranch is excited to be inviting the public to join them for wagon rides, tours of where the bison and elk roam, and a delicious BBQ. There will be educational interpretive exhibits for the whole family to learn more about the animals, and the on-site store will also be open. Pick up some 'Flavours of the Foothills' BBQ Sauce, or your favourite bison burgers or elk sausage –all of it hormone and antibiotic-free.

The Spring Festival starts at 9am, and continues until 3pm. Admission is \$5.00 per person, but if a group of four arrives in the same vehicle, the fourth person is free! Admission includes one bison burger per person, wagon rides, the interpretive exhibit and fantastic exposure to the ranching life.

Canadian Rocky Mountain Ranch is part of the Canadian Rocky Mountain Resorts' family of companies, and was originally developed because the lodges and restaurants that are a part of the company couldn't find consistently high quality game meats to serve guests. Staying true to the philosophy of sourcing local, high quality ingredients, the herds of elk and bison at the ranch are traditionally grazed on native grasses and raised in open conditions that encourage natural social behaviours.

Saturday June 21<sup>st</sup> this breathtaking ranch will be the perfect place for a day trip that will be fun and healthy. Who can resist cuddling up to a baby buffalo? The CRM Ranch is within 20 kilometres south of Calgary, AB. For a map and more details, visit [www.crmranch.com](http://www.crmranch.com) or call (403)256-1350.

*Canadian Rocky Mountain Resorts is a family of companies consisting of **Emerald Lake Lodge** in Field, British Columbia, **Deer Lodge** in Lake Louise, Alberta, and **Buffalo Mountain Lodge** in Banff, Alberta. CRMR also owns four Calgary restaurants: *Cilantro, Velvet, The Ranche, and Divino Wine & Cheese Bistro*, as well as a game ranch, *The Canadian Rocky Mountain Ranch*, a Calgary wine boutique, *Bin 905*, as well as a bakery in Canmore, *Panino*. **Now Open: Painted Boat Resort Spa & Marina, the newest member of the CRMR family.***

### Media Inquiries:

**Julie Walker, BPE**

**CRM Ranch Promotions**

**403 933-4432 ph or [juliewalker@telus.net](mailto:juliewalker@telus.net)**

**-OR-**

**Jennifer Santos**

**CRMR Media & Marketing Manager**

**403-781-4170 or [jennifer@crmr.com](mailto:jennifer@crmr.com)**