



CRMR Launches New Website and Social Media Platforms with Exclusive Twitter Offer at Emerald Lake Lodge

June 6, 2011 (Calgary, Alberta) Canadian Rocky Mountain Resorts has launched a new version of their website, www.crmr.com and is taking the conversation into the social media realm with Facebook, Twitter, YouTube, Foursquare and other social media platforms.

To officially launch this entry into the social media realm, CRMR is offering a special exclusive room rate at Emerald Lake Lodge, available only by following us on twitter.

[@CRMResorts](https://twitter.com/CRMResorts)

“It was important to us to really be involved in the conversations our guests were having about their experiences with CRMR,” explains Jennifer Morrison, Director of Communications and Online Marketing, “Being such a close-knit, family owned company, we always want to feel like we are communicating with our guests in the most effective way possible, and hearing how to make every experience at one of our properties as memorable as it should be.”

To be part of the conversation:

- Follow Canadian Rocky Mountain Resorts on Twitter [@CRMResorts](https://twitter.com/CRMResorts)
- “Like” us on Facebook: [Canadian Rocky Mountain Resorts](#) , [Buffalo Mountain Lodge](#), [Deer Lodge](#), [Emerald Lake Lodge](#), [Painted Boat Resort & Spa](#) and [Panino](#).

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Canadian Rocky Mountain Resorts (@CRMResorts) is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia (@EmeraldLake_BC), Deer Lodge in Lake Louise, Alberta (@DeerLodge_LL), Buffalo Mountain Lodge in Banff, Alberta (@Buffalo_Banff), and Painted Boat Resort on the Sunshine Coast of B.C (@Paintedboat). CRMR also owns three Calgary restaurants: Cilantro (@Cilantro17thAve), The Ranche (@TheRanche), and Divino Wine & Cheese Bistro (@Divino_Bistro), as well as CRMR at Home speciality market and catering, (@CRMAtHome), a game ranch The Canadian Rocky Mountain Ranch, a Calgary wine boutique, Bin 905, and Panino Bakery (@PaninoBakery). Visit www.crmr.com for more details about CRMR.

Media Inquiries:

Jennifer Santos – Director of Public Relations & Brand Strategy
jennifer@crmr.com / 403.781.4170