

FOR IMMEDIATE RELEASE

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## **Glacier Skywalk: Flat.Out.Finished!**

*Canada's newest iconic tourism experience reaches completion*

BANFF - Brewster Travel Canada is thrilled to announce that the celebrated new Glacier Skywalk in the Canadian Rockies has reached the final stage of construction. After years of planning and engagement and two seasons of construction, the Glacier Skywalk is essentially complete.

Open to the public next spring, the Glacier Skywalk will be a premier interactive experience that allows visitors to actively engage with the incredible environment that surrounds them. The design, honored with a 1st prize award at the World Architecture Festival in Barcelona, Spain, has come to life on the Icefields Parkway between Banff and Jasper.

The uniquely designed walkway offers an immersive and multi-sensory experience. Highlighted vistas and interpretive stations lead guests to the grand finale of the Glacier Skywalk experience: a glass floored walkway 280 metres (918 feet) over the breathtaking Sunwapta Valley complete with cascading waterfalls and active wildlife below. Visitors have the chance to virtually hover between land and sky. It's flat.out.awesome!

"The Glacier Skywalk is an inspiring world class new attraction" said Michael Hannan, President, Brewster Travel Canada. "From its inception, this experience was designed to integrate with the wilderness, inviting visitors to learn, discover and explore. The engaging interpretive experiences, views of the glacial valley, rushing waterfalls and sightings of mountain goats and bighorn sheep will ensure that guests leave the Glacier Skywalk with a powerful connection to and long lasting memories of the incredible landscapes they stand within."

The project was completed in close partnership with Parks Canada. "The Glacier Skywalk is an exciting new opportunity for visitors wishing to connect with the dramatic landscape of the Icefields Parkway," said Greg Fenton, Field Unit Superintendent for Jasper National Park. "This new attraction significantly enhances the visitor experience in the Icefields area and ensures visitors of all ages and abilities have a chance to learn more about the unique features that contributed to Jasper's inclusion in the Canadian Rocky Mountain Parks World Heritage Site."

The Glacier Skywalk will welcome visitors in May of 2014, with the grand opening celebration scheduled for the Victoria Day long weekend (May 17-19, 2014). Media previews in April 2014 can be arranged.

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### **About the Glacier Skywalk**

Go beyond nature's edge and immerse yourself in an awe-inspiring interpretive experience in one of the most unique ecosystems in the world. Explore the immense powers of glaciology from a fully-accessible, cliff-edge

walkway that leads to a glass-floored observation platform 280 metres (918 feet) above the Sunwapta Valley. From ice-capped mountain peaks to vast glacier-formed valleys, the Glacier Skywalk is your front row seat to nature's most grand performance. For more information, please visit [www.glacierskywalk.ca](http://www.glacierskywalk.ca).

### **About Brewster Travel Canada**

For more than a century, Brewster Travel Canada has been delivering premium Canadian travel experiences to the global market by connecting travelers to one of the world's most spectacular natural locations. Brewster's guiding principles are based on integrity through ethical practices, environmental stewardship, excellence in customer service and product delivery, and strength through growth and sustainable development. With expertise in travel planning, transportation, hospitality and attractions, Brewster Travel Canada has set the standard of excellence for authentic travel experiences in Canada. Brewster is part of the Viad Corp (NYSE: VVI) Travel & Recreation Group, which also includes Glacier Park, Inc. and Alaska Denali Travel. For more information about Brewster, please visit [www.brewster.ca](http://www.brewster.ca).