



A Weekend of Adventure - 2015 Golden Mountain Festival



Golden, British Columbia – The ideal place for a Mountain Festival. Golden, BC is set in the Columbia Valley surrounded by two Heritage Rivers and three mountain ranges and is well known for its outdoor adventure activities. This year’s Mountain Festival celebrated the Adventurers of Yesterday and Today with three days of activities, presentations, and events. The festival also marked the beginning of the whitewater rafting season down the Kicking Horse River.

Fresh from completing an historic first ascent of Niagara Falls, feature presenter and National Geographic Adventurer of the Year Will Gadd was on hand at the Climbing Gym giving pointers to aspiring climbers. This appearance was followed by his inspirational presentation, which left the audience motivated to continue their own explorations. Local adventurers were also on hand to talk about what makes Golden, BC so special. “There is literally a lifetime of adventures here” said Ty Mills of the Dogtooth Rangers, a local mountaineering group who started their exploration of the Dogtooth Mountain Range area over a decade ago. In addition to these Keynote presentations, the weekend included outdoor activities such as bird-watching, mountain biking, rock climbing, wildlife tours, yoga, and whitewater rafting on the Kicking Horse River.



Will Gadd keynote presentation, Golden Civic Centre



From Left Ty, Cody, Isaac of the Dogtooth Rangers

Everything indicates a strong and vibrant future for the Golden Mountain Festival. “We are looking forward to building on the success of this year’s event, ultimately creating an iconic festival which is

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recognizable and self-sustaining, but retains at its core the essence of Golden as a historic authentic mountain community,” says Joanne Sweeting, Executive Director of Tourism Golden.

A strong multi-faceted marketing campaign combined with the success of the inaugural event in 2014 helped to engage title sponsors to approach organizers to participate in the featured events. Fifty-seven local businesses joined together to participate in the “My Adventure Activity Card” incentive program, offering discounts and specials during the festival. Local accommodation providers were near or at capacity all weekend; there was noticeable increase in foot traffic around town, and attendance to the feature event increased by over 30%. All of the activities throughout the weekend also engaged the local population who accounted for 50% of the grand prize draw entries. All of these achievements and future success of the Golden Mountain Festival is made possible with funding from Columbia Basin Trust. Learn more about the Trust’s programs and initiatives at cbt.org or 1.800.505.8998.

About Golden and Kicking Horse Country

The Town of Golden (population 4,000) is the core of Kicking Horse Country and is known for its diverse palette of adventure activities. Golden has its roots in British Columbia’s pioneer days, which give it the authentic character of a working town. The adventure heartland of British Columbia, Golden is close to six spectacular national parks, two mountain ranges, and two powerful rivers, the Columbia and the Kicking Horse. The dramatic landscapes of Kicking Horse Country invite visitors to experience every kind of pursuit from wetland bird watching, whitewater rafting, and adrenaline-high paragliding in summer, to some of the best terrain for ski touring, back country skiing, and heli-skiing in winter.

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