

FOR IMMEDIATE RELEASE

Contact: Jimi Galvao, Program and Design Coordinator, 604-932-2019

**MUSEUM LAUNCHES SUMMER DISCOUNT PROGRAMS FOR TOUR OPERATORS AND
ACTIVITY PLANNERS**

Whistler Museum & Archives introduces newly revamped education services at special rates

Whistler, BC, May 1, 2005 – Summer is here once again. Skis and snowboards are slowly taking their places back in storage to make way for mountain bikes. Hard working people everywhere are closely examining their calendars for their well-earned vacation days. As Whistler gears up for another busy summer tourist season, the Whistler Museum & Archives introduces two newly updated program offerings at discounted rates for tour operators and activity planners.

“Two of our key public programs are tours and historic presentations,” says Jimi Galvao, Program and Design Coordinator for the Whistler Museum & Archives. “Our current historic presentation has been updated from slideshow projector to PowerPoint format. In addition, our valley tour has been revised to include more information about points of interest in the Whistler valley. Both are being offered at a discount to tour operators and activity planners to encourage increased use of the Museum’s services and to begin positioning the Museum as an important contributor to Whistler’s tourist economy.”

The historic presentation program features the history of Whistler, from its beginnings as a small pioneer community to development as an international mountain resort. Requiring only a laptop computer and LCD projector, it can be facilitated in any location with a suitable projection surface. The valley tour program works primarily with tour buses. A knowledgeable step-on guide directs bus groups on a scenic tour the Whistler valley, identifying areas of historical importance. Tour operators and activity planners can expect to pay 25% less of the regular program cost and receive a special volume booking incentive. A binder insert program outlining specific details and pricing is available.

For further information contact Jimi Galvao at 604-932-2019 or jgalvao@whistlermuseum.org.