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FOR IMMEDIATE RELEASE:

*Cardrona Alpine Resort*

*Wanaka, NZ*

*XXX DATE XXX*

**RE: CARDRONA ANNOUNCES A YEAR-ROUND EVENT MANAGEMENT DIVISION**

Cardrona Alpine Resort are announcing a new year-round event management division of their business, called GoldX Events. The new division is part of Cardrona’s year-round operation plan, extending past purely seasonal sporting events into a diverse range of activities.

Cardrona has a history of delivering world-class ski and snowboard events that spans decades, since its founding in 1980. More recently the resort has expanded into summer events, particularly in mountain biking, as Cardrona has made the venture into summer operations.

GoldX Events will widen the scope of Cardrona’s existing events department, to deliver world-class events outside of the peak winter and summer seasons, across many locations in the greater Southern Lakes region.

“We couldn’t be more stoked to launch GoldX and invest more in the events space,” says Cardrona’s General Manager Bridget Legnavsky. “This is an area that is only growing, and solidifies Cardrona’s position as a truly year-round operation.”

The new division’s name comes from Cardrona’s long history of delivering gold-standard experiences, and the vision to continue doing so on a larger scale. The name also links back to the Cardrona Valley’s gold mining history – evidence of which is still visible in the Valley and on the resort to this day.

**MORE**

The inaugural Jossi Wells Invitational Big Air was the first event to be held under the new GoldX banner, and was truly a gold-standard event. Athletes from all around the world took part not only in a spectacular ski and snowboard Big Air competition, but also enjoyed jet boating, four-wheel-drive buggying, claybird shooting and more at Oxbow Adventures, as well as skydiving at Skydive Wanaka and bungy jumping at AJ Hackett in Queenstown.

Hundreds of spectators lined the banks of Skyline Ridge at Cardrona for the finals day of the Jossi Wells Invitational, with skiers, snowboarders, young families and non-skiers all enjoying the world-class action. The event truly showcased how GoldX plans to deliver region-wide events to cater for more than just alpine enthusiasts.

“The success of the Jossi Wells Invitational is a testament to the incredible team we have here at Cardrona,” says Legnavsky. “We can’t wait to put on more fantastic events for Kiwis and international visitors alike to embrace and enjoy with GoldX, no matter what the season.”

GoldX is led by Graham “Spy” Dunbar, who has been involved with running events at Cardrona since the first New Zealand Snowboard Nationals in 1991.

**ENDS**

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**About Cardrona Alpine Resort**

Cardrona Alpine Resort is New Zealand’s most popular ski area, attracting all kinds of snow enthusiasts – from beginners & families, to Olympic & X Games athletes. Cardrona’s 3 vast basins are home to the Southern Hemisphere’s most extensive terrain parks & pipes, & NZ’s most qualified ski & snowboard school. Wide, open trails offer some of NZ’s best snow conditions, groomed to perfection by a modern & innovative snow management system. Take a short drive from Queenstown Airport over the spectacular Crown Range & be welcomed with genuine Kiwi hospitality to NZ’s ultimate winter playground. In the summer months Cardrona is open for mountain biking, conferences & other alpine adventure activities. Cardrona is a wholly owned subsidiary of Real Journeys Ltd.