



FOR IMMEDIATE RELEASE

## **SKEENA CAT SKIING INC. COMPLETES SALE AND INTRODUCES NEW OWNERS**

September 10, 2021, Smithers, BC

Skeena Cat Skiing Inc. ("SCS"), northern BC's only cat ski destination, is pleased to announce new ownership structure and expansion plans.

With the departure of co-owner Lynn Swartz, current co-owner and founder Jevon Zyp has joined forces with new partners to create a BC backcountry dream team. Hudson Bay Mountain owner and president, Gary Mathiesen, now holds controlling interest of SCS and the role of President. Also on the new ownership team: owner of Mustang Powder, Nick Holmes-Smith; original SCS employee, Kevin Rankin; and Skeena Heliskiing Inc.

With the acquisition, the new ownership group will take advantage of the synergies and depth of their combined knowledge and experience in the industry.

The team are working closely together to ensure a smooth transition of ownership, and for the 2021/22 winter season guests will continue to be led by the quality guides as in the past and will receive the same great service they have come to expect at Skeena Cat Skiing.

The new ownership team will immediately focus on plans for opening additional terrain, which will expand the skiable area in its vast tenure and double the occupancy in the 22/23 season. Additional changes will see improvement of guest experiences; enhancement of dining offerings; and perhaps most exciting - guests will now enjoy direct access to the base camp via helicopter directly from Smithers airport, making it one of the quickest cat ski lodges for guests to access by air.

Gary Mathiesen is very positive about the new ownership structure and what the partners will achieve together: "We are excited about the possibilities and the passion the new owners are bringing to the resort. My partners and I have vast experience in resort management and backcountry skiing, and we will work with all stakeholders to bring renewed energy to Skeena Cat Skiing. We are committed to transforming SCS into a leading cat skiing destination."

### **ABOUT THE NEW OWNERS**

Gary Mathiesen has been the owner and operator of Hudson Bay Mountain in Smithers, BC, for the past 11 years. For more than forty years, Gary's business interests, under his company Quay Property Management Corp., have spanned a wide variety of industries, and his experience includes strong financial management and corporate restructuring. Gary is an avid backcountry skier and is excited about the opportunity that the new ownership group will bring to Skeena Cat Skiing.



## **Cat skiing and Boarding**

Jevon Zyp was born and raised in the Monashee Mountains, and his love for snow sports and heavy equipment led him on the path of helping to start three of BC's biggest cat ski operations. He moved North with a dream of starting his own, and Skeena Cat Skiing was born in 2011. Jevon and his wife Jenn are excited to play a part in taking SCS to the next level. "Legendary new partners will bring epic adventures! The anticipated expansion will give SCS guests endless opportunities of powder seeking adventures."

Nick Holmes-Smith and wife Ali have been in the cat skiing industry for 22 years - developing two operations, Monashee Powder Snowcats and Mustang Powder Cat Skiing. At Monashee Powder they worked with Jevon Zyp, and they look forward to working with him again. Nick and Ali's vision and experience in developing cat skiing operations will be an asset to SCS during the upcoming expansion.

Kevin Rankin was born and raised in Ontario, and his love for the mountains moved him west in his early 20's. Kevin's passion for wilderness adventures, and being the handiest of handymen, led him to the backcountry ski industry. Kevin was instrumental to the birth of Skeena Cat Skiing and has been a dedicated and loyal partner since the beginning! We are so glad that Kevin will be a part of taking Skeena to the next level with the new partnership.

Skeena Heliskiing has been in operation for more than 16 years. Skeena Heli has one of the largest heli-ski areas in the world; and their team has worked with Skeena Cat Skiing on operations since the beginning.

### **ABOUT SKEENA CAT SKIING**

British Columbia is renowned as the cat skiing mecca of the world and Skeena Cat Skiing is the only operation in Northern BC. SCS has been open for nine years, operating from a backcountry basecamp located at the tree line, in one of the largest and most skiable tenures in the province. The unique basecamp setup delivers not only fantastic cat skiing, but an entire wilderness experience. Skeena's ski tenure is located 80km directly north of Smithers, BC and approximately 200km from the Alaskan border. The tenure area is approximately 30,184 hectares of pristine terrain and offers incredible tree skiing, natural glades, open bowls and steep slopes. Existing runs have lengths up to 3,600 feet, and guests get up to 15 runs per day, with average daily vertical of 15,000 feet – and this is before the expansion plans! The warm, moist Pacific air collides with the cold, dry air from the interior creating huge dumps of perfect powder snow. The surrounding mountains further enhance the accumulation. If it's snowing anywhere in BC, it's most likely snowing at Skeena!

### **MEDIA CONTACT**

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