

**PRESS RELEASE: Tyax Lodge & Wilderness - Logo and Name Change
FOR IMMEDIATE RELEASE**

Gold Bridge, BC August 6th, 2017



Tyax Lodge and Heliskiing Logo

OUR NEW NAME & LOGO

In order to further unify our family of tourism products, we have now brought TLH Heliskiing together with Tyax Resort, and are embarking upon an exciting rebranding exercise, introducing both a new name and new logo.

A STEP INTO THE PAST

For TLH, this is a step into the past. The heliskiing arm of our company originally began operations under the name Tyax Lodge Heliskiing and in 1991 morphed into TLH Heliskiing. Along with CMH and Mike Wiegele, TLH quickly became one of the leaders of the BC heliskiing industry.

LISTENING TO OUR GUESTS

In talking to our guests throughout the years, we consistently heard ourselves referred to as Tyax Heliskiing, so in order to recognize what our clients had been already telling us, we've decided to make it official.

Michael Horst, Winter Operations Manager says,

"We are proud to bring the lodge and heliskiing program under one brand. It should be clear to guests that their stay at Tyax is a premier experience from our beautiful lakeside lodge to the amazing heliskiing we offer in the Chilcotin Mountains."

Tyax Lodge & Heliskiing General Manager, Heather Reimer, adds,

"I am also looking to make the word Tyax be geographical. When you hear our name, I want people to think not only of our winter heliskiing product, but also to be reminded of the long summertime history of Tyax Lodge, nestled within the South Chilcotin mountains. Our winter product is known around the world to our skiing clients, and our summer mountain bike product is becoming as well known as Moab, Utah."

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