



HORSESHOE PARTNERS WITH QUEER COMMUNITY ARTISTS & PERFORMERS TO PRESENT THE SECOND ANNUAL PRIDE WEEKEND

Resort welcomes 2SLGBTQI+ inclusivity in ski and outdoor sports community

FOR IMMEDIATE RELEASE

BARRIE, ON, January 21, 2024: Horseshoe Resort announces the return of its second annual Pride Weekend from January 25 to January 28, 2024. This four-day event is intended to be a celebration of inclusivity, equity and diversity. Horseshoe welcomes people of all identities to enjoy the outdoors and resort offerings. This event marks a continued commitment to fostering inclusivity in the outdoor adventure environment. This event is 2SLGBTQI+ friendly.

“At Horseshoe, we take pride in creating a space where everyone feels welcome and celebrated. Our second resort-wide Pride weekend is a testament to our ongoing commitment to improving inclusivity and unity,” said Laura Kiley, Director of Marketing at Horseshoe Resort. “With an awesome variety of activations and events, Horseshoe is working to create a vibrant place where everyone is welcome to explore as they are.”

In addition to our daily resort outdoor activities, there will be events for guests and the local community to enjoy as follows:

Thursday, January 25, 2024 - Trivia hosted by Drag Queen Ivory Towers

Test your knowledge at this pizzeria-style trivia night inside Eleven 01 Stone Oven Pizza. Returning to Horseshoe Resort, Ivory Towers will be hosting a general knowledge quiz in full drag. This event is for all ages. Awesome prizes will be awarded to the top scoring team. [Tickets are being sold in advance online for \\$10 each plus HST and fees.](#)

Friday, January 26, 2024 - We're Funny That Way® Cabaret

Experience a special comedy cabaret night with outstanding talent curated by the American-Canadian actress and comedian Maggie Cassella. Founder of the original and oldest running queer comedy festival, Maggie Cassella is bringing laughter, music and incredible queer entertainment to Horseshoe Resort. This show will feature comedy and musical performances by Martha Chaves, Ryan G. Hinds and Bee Bertrand. Get ready to embrace a glittering, fast-paced, multimedia comedy and musical extravaganza. This event is for people ages 19+. [Tickets are being sold in advance online for \\$49 each plus HST and fees.](#)

Experience the “Winter’s Love” Mural

Admire the beauty and take a photo next to the colourful mural titled “Winter’s Love” designed by illustrator Shawn Howe (they/them). Shawn is an Ojibwe, queer non-binary, neurodivergent, disabled person residing in Toronto. They come from Neyaashiinigmiing First Nation, with membership in Sipekne’katik First Nation. Shawn draws inspiration from their culture, community, kin and queerness.

Saturday, January 27 and Sunday, January 28

Guests and community members can enjoy family-friendly, free, enchanting entertainment on the Après Patio from NorthFIRE Circus: Fire & Ice Show, Zoe Stardust bubble and fire performing arts and Glitter Chix, a temporary tattoo artist.



HORSESHOE RESORT

Special Pride Pricing on Saturday, January 27 and Sunday, January 28

For any day visitors or guests who participate and dress up in colourful rainbow attire, alpine lift tickets will be available onsite at 15 per cent off. This offer is redeemable at the Guest Services Desk in the Main Chalet on Saturday and Sunday for same-day tickets.

Pride Week events are open to all guests and community members. Tickets are required for trivia and the comedy show. Passes and lift tickets are required for access to winter activities and ski slopes.

“We are looking forward to offering cultural experiences in Horseshoe Valley that enable learning, camaraderie and fun during this diverse Pride Weekend celebration,” said Kiley.

For more information, a full weekend schedule and to purchase tickets, please visit:
horseshoeresort.com/events/pride-weekend/.

ABOUT US

Horseshoe Resort, established in 1962, is a four-season family-friendly getaway destination for outdoor adventures, conveniently located just over an hour north of Toronto and 20 minutes from Barrie. Experience the scenic surroundings of Horseshoe Valley. Horseshoe Resort is a property of Freed Hotels & Resorts.

With 29 Alpine ski and snowboard runs, 30 km of groomed Nordic trails, terrain park, snow tubing, snowshoeing, fat biking, golfing, Ontario's only lift-operated downhill bike park, mini putting, Lake Horseshoe, Treetop Trekking, Yamaha Adventures, hiking and biking trails, two restaurants, Amba Spa and more, there's something for everyone!

MEDIA CONTACT

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