



Crystal Lodge & Suites Media Release

For Immediate Release – July 17, 2017

Crystal Lodge & Suites – Canadian Red Cross Fire Victims Assistance

The recent fires in British Columbia have forced thousands from their homes leaving people in desperate need of assistance. The Red Cross has set up a donation page for the [British Columbia Fires Appeal](#) which will provide immediate relief such as cots, blankets, family reunification and financial assistance for food, clothing and personal needs. Once the fires have subsided, continued help will still be needed to assist with re-entry, and be moving forward with long term recovery.

The Crystal Lodge & Suites is putting forth an effort to assist with the large scale forest fires that have triggered a province wide state of emergency in British Columbia. With every donation to the British Columbia Fires Appeal, the Crystal Lodge will issue a gift certificate for that dollar amount, to each guest who submits a copy of their donation, which can be used at the Crystal Lodge for a future date.

“We at the Crystal Lodge wanted to come up with a way we could reward the many people donating to the Red Cross in order to support the fire victims. By allowing our guests to contribute directly to the British Columbia Fires Appeal, there is no delay in getting the money into the hands of those in need, while still providing a benefit to encourage more donors to support this cause by providing a dollar value towards a future stay at our property.”, said Ian Lowe, General Manager at the Crystal Lodge & Suites. *“There are thousands of people that need our help and every little bit can make a difference.”*

Individuals that [donate to the British Columbia Fires Appeal](#) between July 17th – 31st, 2017 will be issued a gift certificate which can be used within one year. Simply email a copy of your donation receipt to info@crystal-lodge.com and the Crystal Lodge team will mail out a gift certificate for your generous donation up to a maximum of \$250 per person. Together we can make a difference and provide immediate assistance to those that need it most.

About the Crystal Lodge & Suites:

The Crystal Lodge & Suites offers an unbeatable hotel location *“at the centre of it all”* in Whistler Village. Featuring rooms to suit everyone from newly renovated Crystal hotel rooms to stunning mountain view three bedroom suites. Just steps away from Whistler and Blackcomb gondolas, with 20+ onsite retail shops and restaurants, complimentary wireless internet, complimentary ski and bike valet. Be one of the first to enjoy the newly renovated Crystal Rooms and feel the exhilaration of staying *“at the centre of it all”* in Whistler, North America’s #1 Ski Resort.

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