



**For Immediate Release**

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## **The ROC offers equipment rental packages for skiers and snowboarders**

**Georgina, ON** – The ROC will be offering equipment rental packages for skiers and snowboarders this coming winter season. The new initiative is available thanks to Government of Canada support through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario). As part of the Tourism Relief Fund (TRF), the Town of Georgina was approved for a non-repayable contribution of \$177,156 to purchase skis, snowboards, bindings, boots, snowshoes and helmets.

“This is wonderful news for the ROC, and everyone in our community and beyond, who enjoys outdoor winter activities,” said Mayor Margaret Quirk. “I would like to thank FedDev Ontario for its contribution. The rental equipment program at the ROC will make skiing and snowboarding accessible to more people who want to try these exciting winter sports. We are proud to be a winter destination and to be able to offer this fantastic new program to our residents and visitors.”

“Creating opportunity for people to enjoy winter sports is a Canadian tradition, and the Town of Georgina is making the fun more accessible with its equipment rental packages. Outdoor recreation provides valuable benefits for both residents and visitors, and that is why the Government of Canada is supporting the residents of Georgina,” said the Honourable Filomena Tassi, Minister responsible for FedDev Ontario. “Investing in initiatives that motivate people to be more physically active not only improves their quality of life but also has important economic benefits for our communities.”

The rental shop will be located inside the ROC chalet. Rental staff will also provide the daily maintenance on the equipment along with fitting and sizing for all. The equipment is available to all individuals that purchase an all-access lift ticket, register for lessons or a season pass holder.

The rental pricing will be as follows:

- Daily rental (2 hours) – \$35
- Lesson rental (4 weeks) – \$100
- Lesson rental (8 weeks) – \$200

Pricing is subject to HST. All rental packages are subject to a \$150 security deposit at arrival. Note: Ski industry-approved helmets are required for skiing and snowboarding and are strongly recommended for snow tubing. For additional rental information, visit [georginaroc.ca](http://georginaroc.ca).

The ROC is excited to welcome everyone back for the 2023/24 winter season. The opening date will be weather dependent. Complete with a carpet lift and snowmaking capabilities, this four-lane snow tube hill offers thrills for all ages for a low price of \$25 for an all-access ticket for two hours (tubing and lift). Test your skiing or snowboarding skills on the ramps, rails, bumps and jumps in the terrain park or sign up for a lesson in the snow school. Visit [georginaroc.ca](http://georginaroc.ca) to learn more.

## **About FedDev Ontario**

For 14 years, the Government of Canada, through [FedDev Ontario](#), has worked to advance and diversify the southern Ontario economy through funding opportunities and business services that support innovation, growth and job creation in Canada's most populous region. The agency has delivered impressive results, which can be seen in southern Ontario businesses that are creating innovative technologies, improving productivity, growing revenues, creating jobs, and in the economic advancement of communities across the region. Learn more about the impacts the agency is having in southern Ontario by exploring our [pivotal projects](#), our [Southern Ontario Spotlight](#), and FedDev Ontario's [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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