



Media Contact:

Leah Leslie

JW Marriott The Rosseau Muskoka

+1 705 765 1900

Leah.Leslie@Marriott.com

SOAR OVER 600 FEET AT JW MARRIOTT THE ROSSEAU MUSKOKA WITH NEW DUAL ZIP LINE

Minett, Ontario, Canada – July 18, 2017

Resort guests and day visitors can elevate their perspective this summer while soaring 600 ft. across the Five Bridges trail on the new zip line at JW Marriott The Rosseau Muskoka! In partnership with SOAR Management, the resort is taking the Muskoka experience to new heights by offering this dual zip line daily from 10-5pm for \$15 per zip run or \$25 for two consecutive runs.

Zip line users from 50 to 250lbs and at least 44" tall, climb the stairs of the 30 ft. launch tower where they are strapped in by the expert SOAR zip line team. When ready, each zip line riders can go solo, or two can race side by side, with dual zip capability. With speeds up to 40km an hour, midair "high-fives" are exchanged upon landing!

Jeff Hill, owner of SOAR Management, wanted to expand on The Rosseau's scenic views from 30ft above ground while adding an adventure experience to the resort.

"As a well-known provider of authentic outdoor experiences and team-building activities in Ontario, SOAR wanted to incorporate the view with an activity that can be enjoyed by all ages. Whether that may be a family on vacation or a corporate group working on team building, the zip line will be an asset to the resort's offerings. The zip line can be utilized in so many ways by a variety of guests, especially during corporate challenges where it is built into a task list for teams to complete. "



This new adventure addition to the resort will create a fun family or group activity during summer, fall and late spring. The zip line can be used in varying weather conditions including sunshine, overcast skies and light rain.

Resort guests can also add more action to their day by exploring the resort's nature trails with SOAR's off-road Segway tours. Segway riders learn the basics from a SOAR professional and navigate their way around the fields on two wheels built for Muskoka's rugged terrain. At \$59 per person for an hour, this activity is priceless for the memories.



SOAR's Waterfront Management, Zip line and Segway services run seasonally from May 1st to October 31st, while SOAR's Team Building services operate year round at the resort.

About SOAR Management

Since 1995 SOAR Management has been helping organizations engage people, empower leaders and accelerate team building and development. SOAR helps organizations push the boundaries of their success to achieve peak performance, innovate and lead in their respective sectors. Expanding into Event Management and Recreation Services was a natural fit for the organization; as educators in business services and customer relations it is our business to understand what is required to deliver the best guest experience. SOAR successfully expanded to include opportunities to enjoy and grow to not only corporate clients but also families, first time visitors and special groups. Through the years, SOAR Management has built successful teams, managed complex relationships and infrastructure and created authentic and memorable experiences for all of his clientele from small, budding fishermen and women sitting on a dock, to CEOs with multi-million dollar needs. Visit us online at www.soarmanagement.com or on Twitter and Instagram @soarmanagement, and Facebook at www.facebook.com/SoarManagement.

About JW Marriott The Rosseau Muskoka Resort & Spa

JW Marriott The Rosseau Muskoka is a luxury conference resort two and a half hours north of Toronto, in Ontario's scenic "cottage country". Recipient of two prestigious Wine Spectator Awards of Excellence and Condé Nast Traveler Gold List, the resort is set atop a bluff overlooking pristine Lake Rosseau. Visitors enjoy inspirational views, intuitive service and the opportunity to explore nature on their terms. Visit us online, www.jwrosseau.ca, on Twitter and Instagram @JWMuskoka and facebook.com/TheRosseau

About JW Marriott Hotels & Resorts

JW Marriott is part of Marriott International's luxury portfolio and consists of beautiful properties in gateway cities and distinctive resort locations around the world. These elegant hotels cater to today's sophisticated, self-assured travelers, offering them the quiet luxury they seek in a warmly authentic, relaxed atmosphere lacking in pretense. JW Marriott properties artfully provide highly crafted, anticipatory experiences that are reflective of their locale so that their guests have the time to focus on what is most important to them. Currently, there are more than 75 JW Marriott hotels in over 25 countries; by 2020 the portfolio is expected to encompass more than 115 properties in over 35 countries. Visit us [online](#), on [Instagram](#), [Twitter](#) and [Facebook](#).

Marriott International, Inc. (NASDAQ: MAR) is a leading lodging company based in Bethesda, Maryland, USA, with more than 3,800 properties in 72 countries and territories and reported revenues of nearly \$12 billion in fiscal year 2014.

###