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### **Club Intrawest Wins Gold at ARDA**

Three Top Awards Bestowed on Private Vacation Club

April 6, 2011 (VANCOUVER, BC) -- Club Intrawest, a private vacation club with locations across Canada, the United States and Mexico has received three top awards in the American Resort Development Association (ARDA) Annual Awards Program.

Club Intrawest placed first out of hundreds of entries in the categories of Business to Business Brochure, Resort Architecture and Landmark Resort.

The Business to Business Brochure called *Storybook* shares the Club Intrawest vision of creating extraordinary vacation experiences for Members. Although the organization has beautiful resorts in popular locations there is more to Club Intrawest than bricks and mortar. As the Storybook says “There’s a feeling too. A sense of belonging, a genuine community of like-minded individuals connected by the Club experiences they will treasure forever.”

To emphasize that the Club features exceptional properties, Club Intrawest — Zihuatanejo was selected winner of Best Resort Architecture. Club Intrawest — Whistler was chosen as the first ever winner of the Landmark Design award which according to ARDA “recognizes a distinguished vacation ownership product completed between 10 and 20 years ago that retains its original design integrity and relevance today”.

Additionally, the Club was a silver finalist in the categories of Green Sustainable Programs within a Resort and Special Event. Its Special Event Gala is a companywide celebration which honors the top performing Team Members at all levels across its eight resorts.

“We are honored to be recognized in the shared ownership industry,” said René Cardinal, President of Club Intrawest. “The awards validate our ongoing commitment to provide extraordinary vacations in finely crafted Vacation Homes.”

The winners were announced at an Awards Gala held March 30 in conjunction with the Annual ARDA Convention in Orlando.

Since opening its first location in 1994, people from 48 countries have joined, enjoying eight Club Intrawest locations across Canada, the United States and Mexico and access to hand-picked hotels, resorts and lodging properties through ExtraOrdinary Escapes, Intrawest's private exchange program.

For more information visit [www.clubintrawest.com](http://www.clubintrawest.com).