



## Media Kit



### About NK'MIP

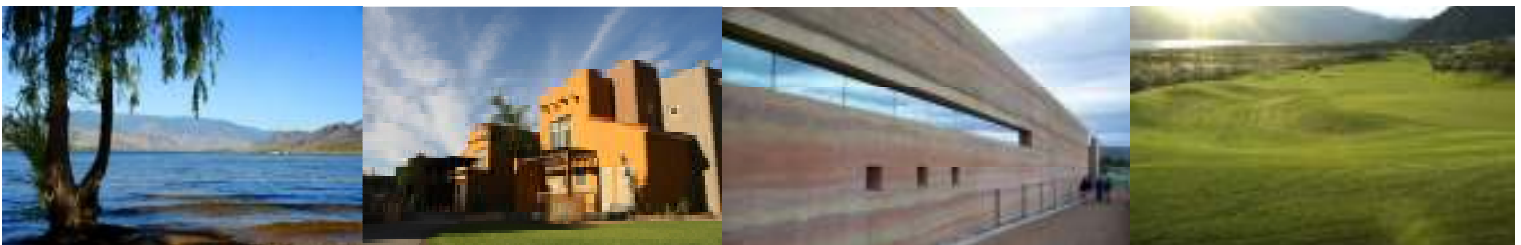
Scattered throughout the [Okanagan Valley](#) on cliffs and in caves are hundreds of drawings of animals and people known as pictographs. These are evidence of a culture that has flourished in the Okanagan Valley for thousands of years. The [Osoyoos Indian Band](#) is one of seven Okanagan Nations and NK'MIP, pronounced "in-Ka-meep", meaning "bottomland", is a location at the southern end of the Osoyoos Reservation.

### The South Okanagan's only 4.5 star vineyard resort experience, Osoyoos, BC

NK'MIP Resort is a destination with a collection of premium accommodation and visitor experiences, just minutes from the main street of [Osoyoos](#), British Columbia, in the rich Okanagan Valley. Two hours south of Kelowna and a short drive from the US Border, with exceptionally hot summers, Osoyoos has been a popular summer family destination for years. Osoyoos is "growing up" as a tourism destination thanks to wine tourism, a variety of golf courses, great hiking, nearby skiing, and now, [NK'MIP Resort](#).

Led by the larger vision of the Osoyoos Indian Band, Nk'Mip Resort encompasses:

- [NK'MIP Desert Cultural Centre](#)
- [NK'MIP Cellars](#)
- [Spirit Ridge Vineyard Resort & Spa](#)
  - [Sonora Desert Spa](#)
  - [Passatempo Restaurant](#)
- [Sonora Dunes Golf Course](#)
- [NK'MIP RV Park](#)



## Story Ideas

Nk'MIP Resort is an exciting destination in Osoyoos, British Columbia. Hot, dry weather, a warm water lake, mild winters, great golf, dozens of wineries and wine tours, hikes, aboriginal culture, and a myriad of activities year-round... help us to tell our stories!



### Grapes to Glass to Gastronomic

Canadian's don't know how to boast, even when they have something fantastic on their hands. The Okanagan Valley wine country, namely Osoyoos to Oliver, is becoming a mecca for food and wine travel.

This region of British Columbia is not only beautiful; it is also one of the fastest growing wine regions in the world. Visitors can choose from over 30 wineries within a two hour radius of Spirit Ridge, with interesting facilities, mature vineyards, and welcoming Canadian hospitality. From a gourmet perspective, the growth of the vineyard restaurants is on the rise – check out Passatempo Restaurant at Spirit Ridge – the newest addition to the growing gourmet scene. With a focus on local, indigenous ingredients, and attention to detail, our gourmet fair is a natural pairing with [British Columbia's award-winning wines](#).



### Aboriginal Culture and Spirituality

Who is Coyote and what can I learn from him? A trickster who may be the bridge between the human world and the animal world, Coyote has some lessons for all of us.

There is a growing interest in aboriginal culture and spirituality, as we reflect on traditions and ancient wisdom. The new Nk'MIP Desert Cultural Centre tells some of these stories of Canada's only desert, shares the challenges and triumphs of Okanagan People, and offers insight into a unique natural environment.

The state-of-the-art interpretive centre is an architectural marvel sensitively constructed into a hillside. Extensive indoor and outdoor exhibit galleries create a fun, interactive learning environment with hands-on displays, education stations and two multi-media theatre experiences. Learning programs, rattlesnake tagging, pictographs and more.



### Family Adventures

Mention Osoyoos to a group of people and at least a few of them will regale you with tales of family summer vacations when they were kids. Now those kids have grown up, and bring their families to this hot spot.

Osoyoos has grown up too, offering much more than a beach vacation (not that beach holidays are so bad!). In addition to having Canada's warmest lake, Osoyoos has an abundance of activities including a maturing wine touring industry, great hikes, interpretive centres, aboriginal culture, golf and more.

Looking for a unique activity that will keep your kids chatting for weeks? Check out the rattlesnake tagging program through the Cultural Center or a mountain bike ride through the rolling sagebrush hills to the edge of the desert.



### **Snowbird Paradise**

Snowbirds are retired and semi-retired people, usually from Canada’s prairies, who have discovered that winter in Osoyoos isn’t really winter as the rest of us know it. Relatively warm and dry weather with a great sense of community makes it a fantastic place to wait out the season.

While the snowbirds take in the wineries and a game of winter-golf, they tend to form their own communities and organize their own events. From water-aerobics to craft days to community dances, these folks love to keep busy. NK’MIP Resort has something for every type of snowbird, with a choice between a well-equipped campground or luxury condo-resort accommodation, and a host of on-site activities.



### **Desert-inspired Spa in Canada’s only desert**

In this unique bioclimatic zone of Canada’s only desert, Sonora Desert Spa at Spirit Ridge is an oasis for rejuvenation and restoration. Local entrepreneur Melissa Redfern has created a desert and indigenously-inspired resort spa that is a first for Canada, and is the final addition to Phase 1 of Spirit Ridge Vineyard Resort & Spa.

Focusing on ritual experiences rather than traditional spa services, Sonora Desert Spa features desert and indigenously-inspired treatments that reflect the innovative nature of Canada’s only desert. The spa features the [comfort zone]™ product line, which utilizes elements of the earth in all of their products. “Our spa treatments are designed to connect your energy and bring you to a place of balance,” says Redfern.

Spa experiences range from massage and aesthetics, to a comprehensive gentleman’s menu appealing to the growing contingent of male spa clientele, especially active golfers. Innovative signature treatments include the Morning Glory Facial and Pedicure, the Indigenous Aromatic Body Treatment and the Montecelli Mud Wrap.

### **Want to learn more?**

Have an idea for a story? Want help planning a press trip? Need high resolution images or want more information on the destination? We would love to help!

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## Backgrounder: Osoyoos Indian Band

The Osoyoos Indian Band has a strong vision for its future and for the region. The vision to create a spectacular resort with golf, winery, accommodation, spa, and cultural centre has come together through strategic partnerships and strong leadership.



Land acquisition and further business expansion is also part of the Band's long range plans and nearing completion is a \$100 million destination resort known as NK'MIP. Anchoring this multi-million dollar resort which features golfing, a winery, accommodation and spa is the \$9 million NK'MIP Desert Cultural Centre. The Osoyoos Indian Band reserve inhabits some of the last large tracts of desert lands left in Canada where approximately 450 members live.

Under the direction of a professional Board of Advisors, the Osoyoos Indian Band Development Corporation is expanding into new areas of investment such as their recent investment in Spirit Ridge Vineyard Resort Inc. and the Mt. Baldy Ski Resort, in addition to the NK'MIP Desert Cultural Centre, NK'MIP RV Park and NK'MIP Cellars.

"The Band does not owe its membership dependency," said Chief Louie, "it owes them an opportunity and a chance to become independent." He further voices his fundamental belief that the success of Indian people is directly tied to their participation in the economy.

## Highlights

- 450 members
- Chief Clarence Louie has served as Chief of the Osoyoos Indian Band since 1985
- Chief Louie received the Aboriginal Achievement Award in April 2004 and was recognized by MacLean's Magazine as one of the top 50 Canadians to watch in 2003
- Operates 10 companies with over 500 employees on the Reserve
- Has a professional Board of outside Advisors that provide direction to the Development Corporation
- Over \$100 million dollars in capital expenditures made on the Band Lands in the past 8 years
- Has made significant capital investments both on and off reserve; majority owner in NK'MIP Cellars, in partnership with Vincor Canada.

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## Backgrounder: Spirit Ridge Vineyard Resort & Spa

A true vineyard resort, Spirit Ridge Vineyard Resort & Spa offers luxury accommodation, service, and resort experiences. Opened in July 2005, this boutique resort offers 94 spacious 1 and 2-Bedroom Desert Suites and Vineyard Villas, Passatempo Restaurant, Sonora Desert Spa, meeting and event space, outdoor pool, hot tub and fitness facilities, a unique collection of rentals, and concierge services.



The Villas and Suites at Spirit Ridge are available for nightly, weekly and monthly rentals in the perfect vacation location, just steps away from Sonora Dunes Golf Course, NK'MIP Cellars and vineyards, NK'MIP Desert Cultural Centre, hiking trails and a short walk to the warm waters of Lake Osoyoos.

Staying in a condo-resort offers guest's better value, as each condo offers more living space. Complete with a fully-equipped gourmet kitchen, living room, dining room, washer and dryer, and large bedrooms. A spacious balcony with a BBQ and views of the vineyards and golf course set the tone for a relaxing vacation.

An expansion of 132 Suites and Villas along with additional amenities and meeting spaces are currently under construction with plans to be complete in early 2009.

## Highlights

- The only 4.5-star resort in the South Okanagan Valley
- 94 luxury condo-style Villas & Suites; 123 new Villas & Suites in Phase 2
- Passatempo Restaurant with large seasonal dining patio
- Indoor and outdoor meeting spaces
- Sonora Desert Spa with indigenous and desert-inspired treatments
- Outdoor heated leisure pool, hot tub, waterslide and fitness facilities
- Easy access to all NK'MIP Resort partners
- New vacation home ownership opportunities for Phase 3 available Spring 2008
- Spirit Ridge is a strata-owned resort, developed and managed by Bellstar Hotels & Resorts Ltd., based in Calgary, Alberta, in partnership with the Osoyoos Indian Band

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## Backgrounder: NK'MIP Cellars

NK'MIP Cellars is North America's first aboriginal owned and operated winery dedicated to crafting premium VQA wines. The winery site is one of the most attractive in the South Okanagan with outstanding views in a setting of natural beauty. Situated on a bench overlooking the shores of Lake Osoyoos and surrounded by vineyards, the site is adjacent to one of the last tracts of natural desert land.



The Band shares its history and traditions with those who visit the winery. Tour experiences at the winery are offered daily, as is the opportunity to sample NK'MIP Cellars' award winning wines. The architecture was designed and constructed to display native art and artifacts, and enhance the beauty and unique nature of the wild sage desert surroundings. The winery was designed by Penticton-based architect Robert Mackenzie, who has designed four other British Columbia wineries.

The symbol on the NK'MIP wines is inspired by pictographs found throughout the Okanagan Valley. The turtle pictograph reflects wisdom, vision and ingenuity, and is located upon the arrowhead (spear), a symbol of power and strength.

## Highlights

- 18,000 sq ft winery with Aboriginal designs and art-work
- Year-round meeting space
- Seasonal restaurant – “The Terrace” - with stunning views of the vineyard
- 21 acres planted with Merlot, Cabernet Sauvignon, Cabernet Franc and Syrah
- Produce Chardonnay, Pinot Blanc, Riesling, Pinot Noir, Merlot, Meritage and Ice wine using grapes from the Band's own 243 acre NK'MIP Vineyard planted in 1968
- A joint venture between the Osoyoos Indian Band and Vincor Canada
- Over 140 wine awards including the Best of Show in the Vancouver International Wine Competition, Gold Medal in the Okanagan Fall Wine Festival, Gold Medal by Wine Access, Silver Medal in France's Chardonnay du Monde and many others
- A spectacular seasonal patio restaurant featuring aboriginal inspired cuisine

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## Backgrounder: Sonora Dunes Golf Course

The unique desert location with breath-taking views of the lake, vineyard and surrounding natural environment ensure golfers of all abilities will enjoy the golf experience offered by this one of a kind desert-links style course.



Osoyoos, home to Canada's only Arid Desert, enjoys hot summers with little precipitation and the mildest winter climate in Canada allowing Sonora Dunes to be accessible year round. Sonora Dunes is a non-membership 9-Hole, par 35-golf facility with challenging play, beautiful surroundings and affordable rates. After the game, relax at Sonora Dunes' casual and welcoming clubhouse, featuring covered patios and open deck areas overlooking Lake Osoyoos.

Sonora Dunes is conveniently located adjacent to other tourism amenities including the award winning NK'MIP Cellars and the NK'MIP Desert Cultural Center.

## Highlights

- Opened in 2004
- 9 hole par 35 desert-links style golf course with club rentals and power carts available
- Open year round (weather permitting)
- Licensed clubhouse
- Accommodation and golf packages available through both NK'MIP RV Park and Spirit Ridge
- Sonora Dunes is privately owned and operated

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## Backgrounder: NK'MIP Desert Cultural Centre

The NK'MIP Desert Cultural Centre invites visitors to celebrate thousands of years of Okanagan First Nations habitation on desert lands. The Centre provides on-site tours – including a reconstructed traditional village, interpretive programs and interactive displays reflecting the rich heritage of the Okanagan people. The Nk'Mip desert lands are one of Canada's three most endangered ecosystems and the home of many endangered plant & animal species.



The new \$9 Million facility opened in June of 2006, celebrating the theme of the “Lands, Legends and the People”, and showcasing the significance of the Osoyoos Indian Band through historical time to the present. In addition to rattlesnake research, guided and self-guided hikes, the Centre presents the story of a First Nations people in the context of one of the most environmentally unique landscapes in Canada.

An exciting addition is the Chaptik Theatre, featuring the debut film "Coyote Spirit". This original movie shares the story of a modern-day girl that goes back to the “res” (reservation) for the summer and learns from her grandfather and the mythical “Coyote” about who she is and what it means to be Okanagan.

## Highlights

- The new Centre opened in June 2006
- The new centre includes the Chaptik Theatre with an innovative debut film "Coyote Spirit."
- “Pit-house Experience” in a traditional winter home setting where visitors will experience an environmental and conservational treat.
- "Critters Corner" featuring the Centre’s extraordinary rattlesnake research and tagging programs among other learning displays
- Gift shop features local native crafts and unique gifts
- Owned and operated by the Osoyoos Indian Band

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## Background: NK'MIP RV Park

NK'MIP Park has welcomed families to Osoyoos since 1982. It's not surprising that it is one of the region's most popular sites, considering its location on the shores of Lake Osoyoos, at the edge of the Sonora Desert, and just minutes from the town's main street.

Open year-round, NK'MIP RV Park offers over 320 sites with amenity levels ranging from simple tenting spots to full service RV stalls, complete with wireless internet access and a hotel-like telephone system. NK'MIP RV Park has an 8,020 sq ft clubhouse perfect for events or meetings, an indoor pool & hot tub (open Sept – June) and a patio perfect for group BBQ's. The Campground's convenience store offers snacks, an ATM and essential groceries.



The most enjoyable part of NK'MIP RV Park is the sense of community and camaraderie. Visit any season, and you'll be welcomed by people who come back every year. Friendships form and great memories are shared. This is most apparent with the "snowbird" (semi-retired or retired travelers escaping the Prairie winters), who use the clubhouse for potlucks, craft sessions, and community dances.

## Highlights

- Year-round Campground and RV park
- 27 acre site on the banks of Lake Osoyoos & bordering the Sonora Desert
- 320 sites including 130 lakefront sites / 104 winter RV sites
- Amenities include 30/50-amp full service RV stalls, cable TV hook-ups, wireless internet access, private telephone hookups, hotel-like telephone system
- Facilities include clubhouse and pool (open Sept – June)
- Convenience store (open May long weekend through September long weekend)
- RV rental packages including 5th-wheel or trailer (Spring and Fall)
- Owned and operated by the Osoyoos Indian Band
- Yurts available for rent

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