



News Release

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Pro snowboarders and skiers invited to compete in Peach City Rail Jam

(Penticton, BC – January 14, 2025) – Top snowboarders and skiers from across the region can now register for the Peach City Rail Jam, one of the headline events of Frost Fest Winter Carnival.

This high-energy spectacle features a custom-built, snow-covered rail jam set up at Gyro Park, attracting dozens of athletes and spectators in the thousands.

“To have a rail jam of this size, located in the heart of the downtown core, is rare in Canada and we’re so thankful to our partners and sponsors for helping us bring this together for a third year,” says Jeff Plant, manager of Recreation, Arts and Culture. “With a live DJ, announcers, food trucks and a beverage garden, the Peach City Rail Jam brings an energy that you don’t want to miss.”

The rail jam structure stands 17 feet high and 100 feet long, with a two-part mega rail designed to highlight technical skill and style. Spectators can enjoy the action from multiple viewing areas, supported by a large digital screen.

Competitors can sign up at Freeride Boardshop, with more information available on the website at frostfest.ca.

Frost Fest Highlights (Jan. 23-25, 2026)

- Hot Air Balloon Glow Up
- Peach City Rail Jam
- Family Zone presented by Ha Ha Ha Kidzfest
- Frost Fest Gala (ticketed)
- Frost Fest Faceoff Hockey tournament
- Arctic After Party
- Gym Flurries Open Gym
- Matinee Movie Melt (ticketed)
- Frosty Toes Polar Bear Swim

Get the full event details at frostfest.ca.

The City of Penticton would like to thank its sponsors and partners including Freeride Boardshop, Apex Mountain Resort, Apex Freestyle Club, Ha Ha Ha Kidzfest, Wildstone Construction, Big Steel Box, Superior Septic Services Inc., Trademark Industries, KDL Scaffold, Home Hardware, Canco Propane,

BNA Brewing, KISU Swim Club, Penticton Lakeside Resort, Penticton Skaha Physiotherapy, Costco Wholesale, Sherwood Brand Solutions and the Penticton Seniors Centre.

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