

FOR IMMEDIATE RELEASE

# Elemental Announces Its Founding Edition

EDMONTON, ALBERTA — Elemental, a three-day winter destination experience, has opened its Founding Edition: an invitation for the first supporters to help build a temporary city made of snow, ice, light and imagination ahead of its inaugural weekend in Winter 2027.

Rather than a conventional ticket launch, the Founding Edition offers commemorative Founding Passes, Founding Shares and Patron packages. Each carries recognition in the Founders Register, priority access to future editions and behind-the-scenes updates from the build site. Early reservations are fully refundable until the published milestone date if the first edition does not proceed as planned.

Elemental spans architecture, music, fashion, culinary arts, art and technology. Every structure is temporary and every edition is created exclusively for that year. When the weekend ends, the city disappears.

"Winter is often treated as something to survive," the founding team said. "We believe it should be celebrated — and that a city deserves at least one moment a year the world talks about."

## MEDIA CONTACT

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