



On opening day at Alpine, while most people are still shaking off sleep, Kennedy Knowles is already at the front of the lift line. She's ten, a U12 ski racer, and takes pride in being first chair. This year, she earned it.

"We're always there early," says her mom, Morgan. "Kennedy wouldn't have it any other way."

Morgan and Kennedy aren't your typical Alpine family. When they joined in 2019, Morgan was a single parent living in Oakville, commuting to Collingwood every weekend. They didn't have a legacy connection or generations of ski racers behind them. But what they found was a community that welcomed them in — and one they now can't imagine a life without.

"We didn't really know what to expect," says Morgan. "But we jumped in with both feet. Now, I can't picture our winters anywhere else."



Since joining, the Knowles have become deeply woven into the fabric of the Club. You'll find them skiing open to close, lingering at après, or catching up with friends on the terrace. Morgan has chaired Alpine's Ladies' Day event three times and speaks with genuine admiration for the staff, coaches and behind-the-scenes teams that keep things running.

"You really get to know how much work goes into making this place so special," she says.

A few years ago, Morgan made the decision to move her family to Collingwood full time.

"Alpine was a huge part of that," she says. "We were already here all the time, so it just made sense."

Now, Kennedy attends Pretty River Academy and skis four days a week in season. When there's fresh snow on a Wednesday? They're on the hill.



Plus, their Alpine life doesn't end when the snow melts. In the summer, Kennedy attends Alpine's week-long summer camp, and the two often meet friends for hikes or tennis.

"It's not just about skiing," Morgan says. "We've made lifelong friends here. It really does feel like family."

That sense of belonging has been especially meaningful.

"As a single mom, you sometimes wonder how you'll fit in," says Morgan. "But I've always felt like people look out for us. Kennedy has a big extended family here."

Whether it's race days, summer camp, or weekend après, the Knowles are all in. They show up, contribute and soak up every part of the club life.

"Don't invite us anywhere in the winter — we're at Alpine," laughs Morgan. 🏔️