

COPPER GETS \$15 MILLION in IMPROVEMENTS, NEW LIFT & OFFERS

COPPER MOUNTAIN, CO – It used to be great, but now it is even better. The 2011-12 winter season at Copper Mountain Resort welcomes a brand spankin' new lift, an important partnership with the U.S. Ski Team, unique ski and ride offerings, and more.

In the summer of 2011, Copper Mountain Resort invested over \$15 million in operational improvements. The main project was the addition of the Union Creek High Speed Quad lift. Replacing the High Point Lift that faithfully served Copper since 1976, the new lift provides improved service to all levels of skiing and riding ability. The lift, manufactured by Doppelmayr USA, has a new alignment to improve skier and rider circulation in and out of West Village, formerly known as Union Creek. In conjunction with the new lift, the addition of a new trail connection from the east will make the circulation from the Catalyst Terrain Park and the tremendous beginner and intermediate terrain in the area much easier.

Also new this year at Copper is a partnership with the U.S. Ski Team (USSA) to build a full length, early season speed training center in the Super Bee area of East Village. The U.S. Ski Team Speed Center at Copper is a one-of-a-kind training venue, featuring a new top to bottom automated snowmaking system and all the safety, communications and timing equipment necessary to provide a consistent snow surface for our national team. The biggest benefit of this venue is that it is the only full-length downhill speed-training course in the world at this time of year.

"The U.S. Ski Team Speed Center at Copper will be a game changer for U.S. athletes," says USSA President



Smiles all the way around at Copper Mountain where the snow and the scenery are awesome. Plan your snow days at Copper for a great family trip or friends get-away; only 90 miles west of Denver on I-70. Photo courtesy of Copper Mountain

and CEO Bill Marolt. "It will provide unparalleled training for our elite athletes prior to the World Cup season and play an integral role in our strategic development plan for the next generation." The best place to view early season race action is on the deck of JJ's Rocky Mountain Tavern, located in the East Village.

This winter the Copper Ski & Ride School has made innovative strides to providing an improved experience for beginner-intermediate adult skiers and riders. The Quickie lesson is a 50-minute, semi-private lesson with a max of three guests for every one pro coach. Guests will maximize their day at Copper by grabbing quick pointers and a refresher lesson before spending the rest of the day on the Mountain.

Two new rental/retail locations will premiere this winter, both located at the base of the American Eagle lift. The Spyder concept store features Men's, Women's and Youth ski wear, casual wear and accessories. A Colorado-based company, Spyder has focused on every detail in engineering superior skiwear, scrutinizing the subtleties that make every discipline and every athlete unique. Spyder is renowned for integrating high-tech fabrics, fashion and functionality. Next door, the new demo center, Copper Rocker, features the newest and most high performance Rocker Ski Technology. Rocker technology lifts the tips of the skis out of the snow for a more balanced position – great in both powder conditions and all-mountain fun. If you have not tried the technology yet, head over to Copper Rocker to try them for yourself.

While Copper enthusiasts are thrilled about all of the added enhancements to the resort, these are not the only

reasons to check out Copper this winter. A visit to Woodward at Copper, a year round ski and snowboard training center dedicated to park and pipe progression, is one of the most unique experiences a winter-sports lover can have. Woodward's The Barn is the first indoor ski and snowboard training facility with 19,400 square feet of terrain park and pipe progression, and they welcome both pro athletes and novice freestyle riders.

New at Woodward at Copper this year is the addition of a new group Park and Pipe Session. This is a fully coached on snow session from 10am to 2pm. Woodward coaches will focus on the skills you want to learn and provide video analysis. The session is catered towards achieving your goals while utilizing all of the Copper Mountain's nationally recognized Terrain Parks and 22-foot Superpipe. This session includes access to the Woodward at Copper Airbag, weather pending.

Copper Mountain knows there are skiers and riders out there who have never felt the thrill of waking up and hearing on the radio that school was cancelled. There are people who have never spent a whole day in the snow doing anything their heart desired. No joke. These people, and those who understand snow day bliss, are the reason we do what we do. So visit Copper to take a day, or two or seven, and experience the mountain. Experience the home of the snow day.

A link to Copper Mountain's website is easily found on SKIER NEWS' homepage at www.skiernews.com

Read about Copper Mountain online and link to Copper from: www.skiernews.net/Copper-2012.pdf

For all the Copper updates head on over to Copper's Facebook page, become a fan and be more awesome at www.yoursnowday.com

Silver One Bedroom
\$168
per night*

EVERYONE DESERVES A
SNOW DAY

50% OFF Your 2nd Night

You Deserve a Snow Day. Darn right you do. It's a chance to spend the whole day on the snow doing anything your heart desires. The only thing better than a snow day at Copper is staying here and doing it all again the next day. You deserve it.

Call 888.212.9433 to book. CopperColorado.com

*Savings based on at least two nights of lodging. Savings will vary based on unit type and dates. \$168 per night, based on a Silver 1 Bedroom in Copper Village steps away from the lift. Unit types are subject to availability and change. Offer may not be combined or packaged with any other promotion or discount. Pricing not including surcharge, taxes and booking fees. Other restrictions may apply.

Copper Snow Day Van on Tour

We're Coming For You!
Yoursnowday.com

ON THE INSIDE...

- 1 TO 5 - COLORADO RESORTS, SKI INFO & LODGING CHOICES
- 6 - JACKSON HOLE, WYOMING
- 7 - SQUAW VALLEY USA
- 8 - SUN VALLEY, IDAHO
- 9 - SALT LAKE CITY, UTAH
- 10 - CHRISTY SPORTS - EASY RENTALS IN THE WEST
- 11 MAMMOTH LAKES LODGING
- 12 - MAMMOTH LAKES, CALIF.

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