

## at COPPER MOUNTAIN, YOU DESERVE A SNOW DAY

COPPER MOUNTAIN, CO – It is a new year with new snowflakes making their way onto Copper's sexy slopes. But one thing remains the same: everyone deserves a Snow Day. You know that feeling. The kind of feeling of waking up and hearing on the radio or morning news that school is cancelled. When you get that day to do whatever it is you love.

Last year, Copper offered up different ways for everyone to justify their snow days. Whether it was getting a day away from the boss or getting a free day on the slopes because you were affected by the downturn. People got their Snow Day. Since nothing has really changed except the level of awesome, this year the resort is inviting the nation to experience the Snow Day Party-tastic at Copper.

Copper is continuing the "Everyone Deserves a Snow Day" movement this season. It is the home of insane amounts of joy to large amounts of people at one single time. If you think about it, a Snow Day sounds a lot like a fiesta or maybe a soirée. Either way, everyone is invited: you, your family, your buddies, and the world.

Everyone deserves a Snow Day that ultimately lets out their Awesome. Therefore, Copper is giving people the chance to awaken their Awesome. How might you ask? With a Snow Day Fiesta. To start, Copper is coming to you. The one-car parade will be driving through hoods across our great nation, complete with a tricked out Fiesta mobile photo-booth on a flatbed. It will be driving from the



COPPER MOUNTAIN, CO – Bring the kids; they will have an awesome time. And with Kids' Night Out - offered from Wednesday through Saturday evenings - parents get free childcare service on the condition that the parents spend \$30 per child in any commercial outlet at the resort during the hours that their children are in the program. Copper is located about 90 minutes west of Denver, alongside I-70. This Colorado resort is home to awesome trails for every ability.

Photo courtesy of Copper Mountain

great state of Texas, all the way to Chicago. To add some fun, the ever-popular Ski Patrol will be joining this party parade with the Android App, Awaken Your Awesome. This allows you to see what happens when you experience a Copper Mountain Snow Day right on your sexy mobile device.

All the best things come in threes: triplets, massive Hollywood sagas and blind mice. This fine nation taught us these truths. In that spirit, if you want to stay a third night, it is on the house. You cannot make that stuff up. Book two nights – you will get that third Snow Day free. The earlier you book,

As you walk away from the spectacle, you will have a smile and a custom Copper Mountain air-freshener made with the delicious scent of fresh fallen snow. What does that smell like? Grab one and see. Each year, billions of gazillions of snowflakes decide to make the trip to Copper, and the resort has captured the smell of each one. The air freshener will direct you to Copper's Facebook page to keep the soiree going online. Also attending the nationwide fiestas will be a rodeo of bad-a videos, Copper's infamous Ski Patrol Team, the world's first ever sports car rigged snowplow and all the things one needs to celebrate a Snow Day.

That is just the beginning. If you follow Copper on Twitter or "like" the resort on Facebook, you will have a chance of driving home the one and only Snow Day Fiesta. Copper is planning on giving this beast away to one lucky winner at the end of this ski season right on its sexy slopes, complete with a mariachi band to help round out the Fiesta fiesta.

The deals are coming, too. Read on to find out about some of the awesome deals you can expect at Copper this season.

the better the deal, so hop on over to [www.CopperColorado.com](http://www.CopperColorado.com) for all the best deals.

All Copper lift and lodging packages include the SECRET!PASS, which is very much like a backstage pass. Then again, being such a secret makes the pass a grander deal. With the SECRET!PASS, you get a dedicated lift line at many of Copper's lifts.

As a little SECRET!PASS bonus, you will get a 15-minute head start on American Eagle high-speed quad every morning. In all probability, this will get you first tracks in time to practice that trick before your compadres make it to the slopes. Now, enjoy your day and do not tell anyone what was just said here. It is a secret.

Jump on the Tucker Mountain Snowcats for a free ride to experience parts of the mountain you only dream about at night. Copper's free snowcat rides are the essence of skiing and riding liberty. You can catch a free ride, choose your own line and never wipe the smile off your face. Tucker Mountain and Copper Bowl offer expert skiers and riders unprecedented access to more than 273 acres and 1,200 vertical feet of Copper's legendary high alpine back bowls. It is as close to a back-country experience as you will find inside any resort.

If you need a break from your kids, just drop them off at Kids' Night Out, sponsored by the Copper Mountain Chamber of Commerce.

Kids' Night Out is a free childcare service offered to parents on the condition that the parents spend \$30 per child. The parents can spend the \$30 in any commercial outlet at the resort during the hours that their children are in the program. The service is offered from Wednesday through Saturday evenings. And your awesome bonus is that as part of the free childcare service, your kids will enjoy eating pizza, doing crafts, watching movies and many more fun activities.

A link to Copper Mountain's website is easily found on SKIER NEWS' homepage at [www.skiernews.com](http://www.skiernews.com)

Please read more about Copper Mountain via a full-page website, with links to let you directly access the resort. You can read this exact page by logging on to [www.skiernews.net/Copper2011.pdf](http://www.skiernews.net/Copper2011.pdf)

For all the Copper updates head on over to Copper's Facebook page, become a fan and get awesomer at [www.yoursnowday.com](http://www.yoursnowday.com)

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