

SOLITUDE INSTALLS UTAH'S ONLY NEW LIFT

SALT LAKE CITY, UT – Solitude Mountain Resort installed, on Powderhorn II, a \$1.5-million improvement to the lift system. This replacement of the original Powderhorn double, a holdover from its mid-'70s installation, comes on the heels of last winter's \$7-million investment in two detachable express quads. That is three new quads in just the past two years.

Powderhorn II starts from the bottom of Sunshine Bowl, travels above the Concord ski run, and ends in the same location as the original Powderhorn Lift. The move to a mid-mountain starting point allows expert snow riders to make continuous laps on the upper mountain, from Diamond Lane to Sunshine Bowl, without the need to return to the base area via beginner runs. A speedy 7-minute lift ride on the new lift, as opposed to 12 on the old double, saves 5 minutes per run on some of the state's steepest groomed terrain. In addition, the off-piste terrain in Honeycomb Canyon is still conveniently accessed from the top of this lift.

Last winter's new Apex and Moonbeam Express lifts introduced high-speed lift access from both base areas to mid-mountain, allowing Powderhorn II to begin higher on the mountain. Accessing all three detachable lifts, including Eagle Express, achieves a greater on-mountain flow throughout the resort. Solitude's goal with terrain and lift improvements, now and into the future, is to utilize efficiently pockets of terrain that are naturally separated by the layout and slope of the mountain.

Beginner and intermediate visitors will appreciate the new lift, as well, even though they may not ride it until their skills improve, as advanced and expert visitors will remain higher on the mountain, easing traffic in prime learning areas lower on the mountain. Creating this natural segregation puts visitors of like abilities in terrain conducive to their ability, creating an improved experience for all.

Amazing ski and stay packages can be found at www.skisolitude.com including a \$129 per night rate that includes ski in/out lodging and a lift pass. Larger families can take their third night free in any of the pedestrian village's condos. Solitude is conveniently located just 12 short miles from the edge of Salt Lake City and receives an annual snowfall of 500 inches.

To learn more, log on to Solitude's website via an easily found link on the homepage of www.skiernews.com

You can also log on directly to www.skisolitude.com

SUBARU CONTINUES THE EXCITEMENT WITH GREAT ON-MOUNTAIN EVENTS

CHERRY HILL, NJ – Subaru's On-Mountain events are fun for the family. They provide a convenient way for skiers and riders to talk to Subaru representatives and learn about their vehicles. At some events you can participate and at others you can be a spectator.

The Subaru Master the Mountain program tours many destination resorts throughout the US, providing skiers and snowboarders alike with the opportunity to improve their current skills through professional instruction. At a Subaru Master the Mountain weekend, attendees can pick-up complimentary ski or snowboard tips in the Subaru learning lane, demo the latest and greatest ski and snowboard equipment and, at some venues, join mountain ski patrol for a behind-the-scenes tour of what really happens on the mountain.

In its third year, the largest big mountain snowboarding tour in the country, The North Face Masters features a prize purse of \$45,000. Taking place at three world-class venues, TNF Masters will return to Snowbird, Utah, January 22-25, and Kirkwood, Calif., February 25-28. A new stop this year, Crystal Mountain, Wash., will host the tour February 9-12.

Registration for all events opens Tuesday, December 15, 2009, at 10:00 AM MST,

www.thenorthfacemasters.com—age 18 years of age or above.

The U.S. Freeskiing events are spectacular examples of super-expert skiers at their best. They all try to find a great line to ski, in order to impress the judges and win. Their resiliency is as amazing as their courage to hit steep, jump cliffs and do tricks to finish in first place.

As of press time, here is the schedule of Subaru On-Mountain events. Always, check with the resorts or www.skiernews.com for updates or last minute changes.

Please visit www.subaru.com for info on all their vehicles and programs.

You can also view this page online at skiing's newest website at www.skiernews.net/Dec-Jan2010-News

SUBARU 2009-10 On-Mountain Events

December, 2009

December 12-13, 2009 - Hidden Valley, PA

- Subaru Master the Mountain

December 12-13, 2009 - Buck Hill, MN

- Subaru Master the Mountain

January, 2010

January 8-9, 2010 - Jack Frost/Big Boulder, PA

- Subaru Master the Mountain

January 16-17, 2010 - Telluride, CO

- Subaru Master the Mountain

January, 2010 (continued)

January 23-24, 2010 - Snowshoe, WV

- Subaru Master the Mountain

January 22-25, 2010 - Snowbird, UT

- The North Face Masters

January 30-31, 2010 - Crested Butte, CO

- Subaru Master the Mountain

February 2010

February 4-7, 2010 - Telluride, CO

- Subaru Freeskiing World Tour

February 9-14, 2010 - Crystal Mountain, WA

- The North Face Masters

February 17-21, 2010 - Crested Butte, CO

- Subaru US Freeskiing Championships

February 20-21, 2010 - Snowshoe, WV

- Subaru Master the Mountain

February 20-21, 2010 - Taos, NM

- Subaru Master the Mountain

February 25-28, 2010 - Kirkwood, CA

- The North Face Masters

February 27-28, 2010 - Durango, CO

- Subaru Master the Mountain

March 2010

March 3-7, 2010 - Kirkwood, CA

- Subaru North America Freeskiing Championships

March 6-7, 2010 - Mountain High, CA

- Subaru Master the Mountain

March 5-6, 2010 - Jack Frost/Big Boulder, PA

- Subaru Master the Mountain

March 16-21, 2010 - Snowbird, UT

- Subaru Freeskiing World Championships

March 27-28, 2010 - Loveland, CO

- Subaru Master the Mountain

JANUARY IS LEARN A SNOW SPORT MONTH

McLEAN, VA — January is Learn a Snow Sport Month according to resorts in thirty-six states throughout the U.S. The snow sports industry is looking for people new to snow sports and is encouraging children and adults to try alpine skiing, cross country skiing, snowshoeing or snowboarding. During the month of January special programs are being offered. Those already involved with a snow sport may want to try a new one and are encouraged to bring friends with them to the snow. A good starting point is www.learnasnowsport.org the official website for the program.

Glen Plake is the official spokesperson for the program. Known primarily as an extreme skier, Plake tours the country with his wife in a mobile home stopping at smaller resorts to encourage children and adults to enjoy being on the snow in

the winter. "I have done some pretty crazy things on snow but the most important thing that I've learned over the years is that snow sports are just plain fun," said Plake. "It's important to take lessons from a pro but you don't have to be an expert to enjoy it."

BE AWARE SKI WITH CARE -
LEARN A NEW SNOW SPORT
JANUARY 9, 2010 and
BRING A FRIEND TO SKI

Governors from several states have declared January Learn a Snow Sport Month in an effort to encourage friends and families to get outside and be active in the winter. According to Plake, snow sports are a great way to spend time outdoors during the time of the year when many

tend to hibernate. Two hundred resorts in 22 states participated in 2009 and more are expected this year.

There are modest fees for most learning programs but one is free. Winter Trails day is January 9, 2010. It is a day when anyone can try snowshoeing or cross country skiing at more than 60 Nordic Centers and parks throughout the U.S.

Learn a Snow Sport month is endorsed and supported by the National Ski Areas Association, SnowSports Industries America, Professional Ski Instructors of America - American Association of Snowboard Instructors and the Cross Country Ski Areas Association.

For more info, log on to the official website for the program, www.learnasnowsport.org

SNOWMONSTERS HAS FUN SKI WEBSITES FOR KIDS

DURANGO, CO – Adults get their snow reports, weather forecasts, lift ticket deals, and ski area news online. Yet adults are not the only ones using the Internet to fuel their enthusiasm for skiing.

Children also use the Internet to get excited about skiing. SnowMonsters.com and NextSnow.com enable kids to "think snow" when they are not at the mountain. From building their own terrain park to playing educational games to get them prepared for their next ski trip, these websites are designed specifically for children.

SnowMonsters.com is geared for ages 9 and under and has over 30 games, cartoons and activities for children to explore.

On NextSnow.com, geared for ages 8 through 13, children mix their own music, view profiles of athletes and learn about terrain park features.

Visit SnowMonsters.com or NextSnow.com and head to My Mountain. Click on your favorite ski area, and the fun begins. Many resorts also have customized versions of the Snow Monsters and NextSnow sites to let kids know about events that are just for them.

Snow Monsters and NextSnow are national ski and snowboard programs for kids. They promote on-snow safety, courtesy, an active outdoor lifestyle, environmental respect and respect for other people.

Please visit their websites at www.snowmonsters.com and www.nextsnow.com

View this page online at www.skiernews.net/Dec-Jan2010-News and link to all URL's listed on this page.



SOLITUDE IS A SKI SALT LAKE SUPER PASS RESORT

KROUDS
SEE, WE CAN'T EVEN SPELL IT

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