

BRING a FRIEND to LEARN to SKI in JANUARY

150,000 new participants are the goal for 2012

LAKEWOOD, CO – Organizers of Learn to Ski and Snowboard Month (LSSM) are prepared for January 2012, hoping to motivate 150,000 children and adults to take ski and snowboard lessons during the month. The 2011 initiative drew 75,000, up from 30,000 in 2010. The results are based on feedback from participating resorts and resort association partners. More than 300 ski areas, resorts and Nordic centers participate in Learn to Ski and Snowboard Month. Most packages are either free or modestly priced and generally consist of a lesson, lift ticket and rentals. Many resorts offer incentives such as discounted tickets or vouchers for existing skiers who introduce a newcomer to the activity in January.

Organizers also are working with recreation-oriented government agencies and initiatives, travel and tourism offices and other outreach programs. Children and adults can earn a Presidential Active Lifetime Achievement Award by participating in skiing and snowboarding. LSSM also supports the First Lady's Let's Move Outdoors initiative in an effort to get more children and adults active in winter.

WIN A TRIP TO UTAH INCENTIVE

SKI magazine and Ski Utah are teaming up to encourage skiers and snowboarders to Bring a Friend to their favorite resort and have a chance to win a four-day trip to Utah. During January, any current skiers and snowboarders that help a friend sign up for a beginner lesson can become eligible to win a trip for two to ski or snowboard in Utah with a SKI magazine editor this winter. The promotion is part of Learn to Ski and Snowboard Month. Details are posted at www.skiandsnowboardmonth.org

Once newcomers have completed their lesson program, they simply upload the receipt, a 100-word synopsis of their learning experience and other information like who introduced them to the snow. Entries will be entered into a drawing for the trip to Utah.

"Research shows that most people are exposed to a snow sport because a friend or family member introduces them," said Raelene Davis, marketing director for Ski Utah and chair of Learn to Ski and Snowboard Month. "The Bring a Friend

promotion rewards current participants for introducing someone new and it encourages newcomers to take lessons from professional instructors."

The promotion begins on Jan. 1, 2012, and runs through Jan. 31, 2012. Consumers must be at least 18 years old to qualify.

"This is a win-win for all of us," said Stefanie Luciano, SKI magazine's marketing director. "Skiing is a lifestyle. Taking lessons from professionals is the best way to involve newcomers wanting to spend time with friends or family members who are snow sports enthusiasts."

DARON RAHLVES NAMED LSSM AMBASSADOR

World champion skier, Daron Rahlves is the latest Ambassador for Learn to Ski and Snowboard Month. Rahlves serves as ambassador for Sugar Bowl Resort in Norden, Calif., near Lake Tahoe. He works with the ski academy and ski team sharing his knowledge from his ski racing success. He retired from racing in 2006 and recently was inducted into the U.S. Ski and Snowboard Hall of Fame along with the first LSSM Ambassador, Glen Plake. Olympic Gold Medalist Bode Miller is also a LSSM Ambassador.

"I'm excited to be an Ambassador for Learn to Ski and Snowboard Month. Skiing is an amazing feeling and a great way to connect to the mountains. I've done it my entire life with family and friends and it's a huge part of me," said Rahlves. "My passion for snow sports is strong and I encourage others to try, especially kids because it's a fun adventure and a great activity for the whole family. Once you ski or snowboard down a mountain, your life will change. I see it in the eyes of my young twins and everyone else on the snow."

As a racer, Rahlves won 12 World Cup races, stood on the World Cup podium 28 times and took seven U.S. National titles. He is the only American to win the legendary Hahnenkamm in Downhill and Super G. In 2001, Rahlves was the World Champion in Super G. He was named to five World Championships teams and four Winter Olympics teams.

Born in Walnut Creek, California, Rahlves was exposed to all kinds of sports including soccer, tennis, golf, water skiing, jet skiing, motocross, and skiing. Growing up, he spent every winter in Tahoe and summers at Clear Lake, skiing and participating in water sports.

"We are so pleased to have Daron and Sugar Bowl involved with this initiative," said Raelene Davis, chair of the LSSM task force. "He is the epitome of the all around elite athlete and recreation enthusiast who can set a good example for involvement in winter sports and activity year-round."

Rahlves lives with his wife and two children at their home in Truckee, Calif., and balances that out with a place at the beach in Encinitas. Please go to www.DaronRahlves.com

HUMANS WERE NEVER MEANT TO HIBERNATE!

The theme for the initiative continues to be "Humans Were Never Meant to Hibernate!" Lesson programs will vary from resort to resort and from state to state. New participants are urged to take beginner lessons from a professional instructor as a way to learn "best practices". Current participants are encouraged to hone their skills with advanced lessons or take up an alternative snow sport.

The program is expected to increase in number and scope. More than 105,000 children and adults took first-time lessons in past two years of the program, including 30,000 the first year when it was called Learn a Snow Sports Month.

Learn to Ski and Snowboard Month is an industry initiative organized by numerous state and regional ski associations, the leading snow sports media outlets, the Professional Ski Instructors of America, the American Association of Snowboard Instructors, SnowSports Industries America, the National Ski Patrol, and the National Ski Areas Association.

Resorts involved in Learn to Ski and Snowboard Month are making it easy for consumers to find information about cost effective local offers by posting information on their websites.

To learn more, especially which resorts in your area are participating, please visit www.skiandsnowboardmonth.org

SQUAW VALLEY'S NEW OWNERS BEGIN \$50 MILLION RENAISSANCE and BUY NEIGHBOR ALPINE MEADOWS

OLYMPIC VALLEY, CA – The 2011-12 winter season marks a truly transformative time for Squaw Valley. The Lake Tahoe resort recently announced it would be joining with neighboring Alpine Meadows Ski Resort under common ownership. This means for the first time in history, Squaw Valley and Alpine Meadows will be accessible by one lift ticket and one joint season pass. The announcement that the two ski resorts were joining forces followed news of Squaw Valley's \$50 million renaissance that will add dramatic improvements to the on-mountain and base village guest experience. This after Squaw was purchased in 2010 by KSL, a group with proven ties in the ski industry.

Winter 2011-12 marks the first phase of the renovations, as Squaw Valley has invested \$15 million in base area and on-mountain improvements. The base level of Squaw Valley's Olympic House base lodge will be transformed into a new day lodge and family recreation center. The area will provide a comfortable and cozy place for families and friends to change into their equipment or relax before or after spending time on the mountain.

On the mountain, Squaw has expanded their winter activities, including the new SnoVentures Activity Zone, featuring new mini snowmobiles for kids ages 6 to 12 and expanded snow tubing for the whole family. The resort has also collaborated with Snow Park Technologies (SPT),

which intends to place the resort's terrain parks and half-pipe among the top in North America over the next few years. With clients that include the ESPN Winter X-Games and the Dew Tour, SPT will be working with Squaw Valley to improve all facets of the resort's terrain park program.

Since knowing where and when to go is critical to getting the most out of your day on the hill, Squaw Valley has partnered with Lumiplan and Brand Connections to create new state-of-the-art information boards, making it the only ski resort in North America to offer this technology. These info boards will display real-time lift status updates as well as projected lift opening times and reasons for delays, should they occur, and more. Additional features of Squaw Valley's new communications system will include an iPhone and smartphone app that will relay lift and mountain information to skiers and riders on the move. The cutting-edge technology behind these applications has been previously implemented at top European ski resorts with great success.

New culinary offerings will delight skiers and riders at Squaw between runs down the mountain. The Village at Squaw Valley's newest restaurant and bar, Rocker@Squaw, will be the place to be for cocktails on the outdoor patio, cold brews, signature drinks and great dinners for groups of all sizes. Enhancements to the former KT-Sundeck, now the KT Base Bar, are also in the works, including outdoor fire

pits for cozy gatherings, live music and new K-banas, Squaw's own cabanas with views of KT-22. For those looking for an upscale dining experience, the O Lounge will be open on weekends and holidays, featuring a signature chef's harvest table with ever-changing, seasonally inspired menu items. The resort will also open a new mountaintop market called Funi's, complete with an array of fresh and healthy treats for skiers and riders on the go.

Squaw Valley and Alpine Meadows' new common ownership means the resorts amount to more than 6,000 skiable acres, including eight peaks, 44 lifts and more than 270 trails—all of which can now be accessed by one lift ticket and season pass. Shuttles will be running between Squaw Valley and Alpine Meadows, allowing skiers and riders to move easily between the two resorts this winter.

Now, it is easier than ever before to book a vacation to Squaw Valley and Alpine Meadows with Squaw Valley Lake Tahoe Reservations' all new booking system. You can package the perfect vacation including activities, lift tickets and rentals online at www.squaw.com or by calling 1-866-891-8451.

Log on to Squaw from an easily found link on the homepage of www.skiernews.com or find more on the renaissance, lift tickets as well as reservation information directly at www.squaw.com.

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Lake Tahoe - Hotel & Ski Resort

For more Lake Tahoe info and lodging, please see pages 10 & 11 and also log on to www.skiernews.net/Tahoe2012.htm