

## SUBARU'S MASTER the MOUNTAIN PROGRAM ENTERS ITS 15th YEAR

CHERRY HILL, NJ — The Subaru Master the Mountain program tours many destination resorts throughout the US, providing skiers and snowboarders 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 join a mountain ski patrol for a behind-the-scenes tour of what really happens on the mountain.

This year marks the 15th anniversary of the Subaru Master the Mountain program.

Subaru's Master the Mountain 2008-09 Schedule:

December 19-21,  
Seven Springs, PA

January 9-11,  
Snowshoe, WV

January 15-17, (Thurs-Sat)  
Blue Mountain, PA

January 24-25,  
Camelback, PA

January 30 - Feb 1,  
Seven Springs, PA

February 6-7, (Fri-Sat)  
Jack Frost, PA

February 12-13, (Thurs-Fri)  
Blue Mt, PA

February 14-15, (Tentative)  
Arapahoe Basin, CO

February 20-22,  
Snowshoe, WV

February 21-22,  
Taos, NM

February 27, (Friday)  
Jack Frost, PA

February 28 - March 1,  
Camelback, PA

February 28 - March 1,  
Durango, CO

March 6-8,  
Seven Springs, PA

March 7-8,  
Crested Butte, CO

### DID YOU KNOW?

Subaru hosts many exciting outdoor events each year from coast to coast. This approach helps Subaru learn more about their customers' interests and enables them to demonstrate how Subaru Symmetrical All-Wheel Drive can complement active lifestyles. This is much more than hanging a banner on a mountain or sponsoring a racing team, it is personal and it is the love that makes a Subaru, a Subaru. So when winter has you in its grip, grip back.

Please log on to Subaru's Outdoor Life website via an easily found link and Subaru logo banner on the homepage of [www.skiernews.com](http://www.skiernews.com) or you can also log on directly to [www.outdoorlife.subaru.com](http://www.outdoorlife.subaru.com)

## at JACKSON HOLE, THE BIG ONE IS BACK

JACKSON, WY – Jackson Hole Mountain Resort launches its new Aerial Tram during the weekend of December 20, 2008. The tram is faster and more efficient than its predecessor. It has sleek, new 100-passenger cabins twice the size of the original and a visually inspiring base terminal. Soaring 4,139 vertical feet in nine minutes to the summit of Jackson's Rendezvous Mountain, this tram is unrivaled in the ski industry. Its destination captures the spirit of the Jackson Hole Tram, offering an endless choice of ski routes below, not to mention incredible 360-degree views.

The Jackson Hole Aerial Tram has been an icon for Jackson Hole and the State of Wyoming since its maiden voyage in 1966. This December, Jackson Hole Mountain Resort launched a new era following more than \$100 million in on-mountain capital improvements, including the new Aerial Tram, newly built on-mountain restaurants and a commitment to offset 100 percent of its energy usage. With some of the best ski terrain in North America, the on-mountain improvements along side the recent construction of luxury hotels and environmental initiatives, give Jackson Hole its unique status.

The new Jackson Hole Aerial Tram will cement Jackson Hole as one of the top ski destinations in North America.

For more info log on to [www.jacksonhole.com](http://www.jacksonhole.com)

## REVEAL YOUR INNER SUMO SKIER with a SNOWFUNNY WEBSITE VISIT

DURANGO, CO – Have you ever wondered what you would look like as a skiing sumo wrestler? How about a snowboarding tiger? Snow Funny can make it happen. Snow Funny is a hilarious online activity provided by a nationwide network of ski resorts for kids, teens, and adults.

How does it work? Visit your favorite Snow Monsters™ and NextSnow™ resort website and click on their link to Snow Funny. You can also go directly to [www.SnowFunny.com](http://www.SnowFunny.com). Whatever way you log on, you will be able to pick one of four versions. Then upload a face-shot of yourself, your spouse, your kids, your friend or perhaps your boss. Next, choose your accessories. Within minutes, you will hit the slopes. Watch yourself go over jumps, ride rails and do tricks. Even the music has to be heard to be believed. Then you can e-mail your new Snow Funny to all of your friends.

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.

For more information, please visit [www.SnowMonsters.com](http://www.SnowMonsters.com) or [www.SnowFunny.com](http://www.SnowFunny.com)

## SKI BUTLERS BRING YOU THE RENTALS

PARK CITY, UT – Founded four years ago in Park City, Utah, Ski Butlers has become a leader for the in-room fitting of ski rental equipment. They have designed the industry's most user-friendly reservation system that allows customers to create accounts and transfer their info online from resort to resort.

Ski Butlers has added Telluride as its newest location for the 2008-09 ski season. "We are excited about our expansion into Telluride. It is a great opportunity to offer another world class ski destination to our customers," said Bryn Carey, founder and President.

Skiers and snowboarders visiting major ski resorts across the U.S. can enjoy hassle-free in-room fitting of ski and snowboard equipment without leaving their accommodations. This service is growing increasingly popular among skiers looking for value. Ski Butlers, an innovative leader in the ski delivery business, stresses that this is a high quality service without a big price tag.

"Our goal is to take the stress out of renting skis and all the hassles associated with going to a rental shop, standing in line, and lugging all the equipment back to your lodging. Now you can set up an appointment and a team of qualified ski technicians will come to you at your convenience," said Carey. Words like convenience and stress-free are not normally associated with ski rentals.

As airlines continue to raise their baggage fees, ski rental delivery is becoming more and more popular among people in the know. "Most airlines are charging anywhere from \$15 to \$50 per checked baggage and that includes skis," says Carey.

In addition to renting equipment, Ski Butlers carries an extensive line of accessories, including goggles, sunglasses, sunscreen, lip balm, gloves, hats, neck gators, and hand and toe warmers.

Ski Butlers operates at 26 major resorts, for more information, go to [www.ski-butlers.com](http://www.ski-butlers.com) or call them at 1-877-754-7754.

## FAT-YPLUS SKIS OFFER WIDE SHAPES FOR ALL OCCASIONS

"Handmade in Colorado" is what it reads on pairs of Fat-yplus skis.

From the aptly named, very wide, "A-lotta" ski to the thinner underfoot "E-motion", the skis are designed to be versatile enough for all conditions.

Learn more at [fat-yplus.com](http://fat-yplus.com)

Photo courtesy of Fat-yplus



BRECKENRIDGE, CO – On May 5, 2005, Fat-yplus was launched by Jared Mazlish and David Gelhaar. They had been ski buddies for more than 10 years and worked together for several years on the development of their first ski, the Fat-yplus A-lotta. A behemoth 140 millimeters under foot, all-mountain powder ski that they believe performed like no other ski before. Since then, Fat-yplus has been staying busy, producing a complete quiver of skis from the A-lotta to the B-nasty World Cup mogul ski at 76 millimeters under foot. The dream of the company is to produce a full quiver of skis for today's skier from park and pipe to big mountain and powder.

For the 2008-09 season, Fat-yplus offers up six different models of skis, including the A-lotta 172/140/158, in three lengths: 170, 180, and 190. Another is the D-sender 144/112/130, the big mountain comp ski, also in three lengths: 174, 184, and 194. Then there is the G-Butter 118/86/108, the park ski in a 178-centimeter length, and a competition mogul ski, the B-nasty 104/72/91, which comes in a 175-centimeter length. In addition, this

year Fat-yplus introduced women-specific skis that come decked out with some hot new graphics: a 170-centimeter women's A-lotta 172/140/158, and the E-motion 144/112/130, the women's big mountain ski. All these skis have been carefully designed to be versatile enough for everyday use in all conditions as well as excelling in their intended field.

Fat-yplus takes great pride in being designed and manufactured in Colorado. It is a nimble company, able to respond to its customer's demands and team rider's needs, as skiing continues to enjoy a rapid progression in people's capabilities on the snow. Over the last several years, Fat-yplus has received outstanding reviews and ski test awards from big industry magazines such as Powder, Freeskier and Skiing. The most thrilling thing for the company has been the continued positive feedback from skiers all over the world. Let it snow.

For more info, place an order or see what their team riders have accomplished on the skis, please find them on-line at [www.fat-yplus.com](http://www.fat-yplus.com)

# WE GO BIG

When you come to the mountains you expect big things. Enjoy the advantages of our on-mountain location with more amenities and skier conveniences than any resort in Breckenridge.

- SKI-IN/SKI-OUT ACCESS
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- SNOWSPORTS OUTFITTERS
- KIDS WINTER PROGRAMS
- BRECKENRIDGE SKI SCHOOL
- SKI STORAGE & RENTALS
- FOUR WORLD-CLASS RESORTS
- SPENCER'S- ALL-YOU-CAN-EAT
- APRÈS SKI ENTERTAINMENT
- MASSAGE & SPA SERVICES
- TWO HEATED POOLS
- EIGHT HOT TUBS

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