

# NEVER SKI (or SNOWBOARD) WITH SCISSORS

DURANGO, CO -- Everyone is invited to take part in America's most interesting ski and snowboard safety video yet: Never Ski With Scissors. The project includes a national talent search to find original video clips and tips to promote on-slope safety, courtesy, and common sense. Up to 50 entries will be selected for a revolutionary film, website, and industry education program for national distribution.

The only requirement is that entrants must create an interesting safety message for skiers and snowboarders. All video clips must be 60 seconds or shorter. The theme can be a rule from "Your Responsibility Code," or a common sense safety tip, or any other meaningful message viewers will want to watch repeatedly. Submissions can be serious, funny, weird, outrageous, wild, animated, cute, or thoughtful, anything except boring. Anyone, whether they are 2 or 102 years old, may submit a video tip for Never Ski with Scissors.

All valid entries will receive a T-Shirt ("Never Ski With Scissors" or "Never Snowboard With Scissors"). Grand prizes will be awarded based on each entry's message, style, and production value. Additional prizes will be awarded for videos involving kids in production and/or talent as well as projects developed by high school students.

Safety ideas, official rules, and a sample video entry can be found on the official websites: [www.NeverSkiWithScissors.com](http://www.NeverSkiWithScissors.com)

Snowboarders can go to: [www.NeverSnowboardWithScissors.com](http://www.NeverSnowboardWithScissors.com).

Endorsed and supported by the National Ski Areas Association, Never Ski with Scissors is being produced by Jack Turner, creator and founder of Snow Monsters™.

Snow Monsters™ is the national ski & snowboard program for kids. Snow Monsters™ promotes on-snow safety, courtesy, an active outdoor lifestyle, environmental respect, and respect for other people.

## SKI SAFELY

**KNOW & FOLLOW THE RESPONSIBILITY CODE**

**THINK SNOW and MAKE TIME TO GO!**

**BE AWARE SKI WITH CARE**

# SKI SALT LAKE - A DIFFERENT ADVENTURE EVERY DAY

Salt Lake continues as the Ideal "Base Camp" for a Great Winter Vacation

SALT LAKE CITY, UT — The days of the station wagon ski vacation are over. Today, many winter vacationers are looking to stay where they can take advantage of a number of experiences, on and off the slopes and experience a "multi-faceted winter vacation."

Consider Salt Lake and the Cottonwood Canyon resorts. Located within 40 minutes of world-class skiing and less than 10 minutes from the International Airport, Salt Lake is a winter vacationer's paradise. Nowhere else on earth offers the accessibility, affordability and quality of skiing that Salt Lake so proudly claims. Amazingly, Salt Lake City is the only ski town in the U.S. that is also home to an N.B.A. team, the Utah Jazz.

Receiving an annual snowfall of over 500 inches, the Cottonwood Canyon Resorts of Alta, Snowbird, Solitude and Brighton serve up a vast array of terrain for all levels of skiers. Whether a seasoned powder vet, or a first-timer looking to perfect the snowplow, skiers and riders are sure to find terrain and snow to satisfy at any of these four world-class resorts. Salt Lake's greatest offering to winter visitors is its versatility.

Jay Burke, Director of Marketing and Media Relations for Solitude Mountain Resort claims, "We've got the best of all worlds. Unbeatable snow and nearly instant access to the resorts from the city make Salt Lake an easy choice for winter sports enthusiasts everywhere."

Boasting all the amenities of a legitimate metropolis, with the charm and convenience of a true blue ski town, visitors staying in the Salt Lake Valley rid themselves of all restrictions. Replete with opulent spas, fine and affordable dining, friendly brewpubs and myriad other family-friendly off-slope activities, Salt Lake caters to individual weekend warriors and family vacationers alike.

Winter visitors will no doubt want to make sure to utilize the Ski Salt Lake Super Pass. Now in its eleventh season, the wallet-friendly Super Pass is good for day passes at Alta, Snowbird, Brighton or Solitude. The pass can be loaded with up to six days of powder-packed skiing and includes free round-trip transportation from downtown and suburban Salt Lake via UTA ski buses—also good for travel throughout the Salt Lake Valley on Trax, the city's light rail system.

Eric Thompson, Director of Marketing for the Salt Lake Convention and Visitors' Bureau and mastermind behind the Super Pass says, "The Super Pass allows guests to ski where they want, when they want—all at a very attractive and affordable price. It's the perfect one-stop shopping approach to skiing Salt Lake."

The Super Pass is sold through local lodging properties and is frequently packaged in conjunction with lodging specials, providing even greater savings and convenience. The Super Pass is also sold online in cooperation

with Travelocity, which makes it easier than ever to experience all Salt Lake has to offer as a winter vacation destination.


For more information on this great deal, visit [www.SaltLakeSuperPass.com](http://www.SaltLakeSuperPass.com)

For those less interested in on-slope action, the Gateway Mall in downtown Salt Lake offers a pleasant outdoor shopping experience and includes warming fires in winter. You can also try an exhilarating bobsled ride at the Utah Olympic Park. Regardless of your taste for adventure, Salt Lake and the nearby Salt Lake Valley are sure to satisfy.

Ski Salt Lake promotes Salt Lake and the Cottonwood Canyon resorts as the ideal winter vacation destination unmatched in accessibility, variety and snow quality. Located just 40 minutes from The Salt Lake City International Airport is an easy 10 minutes from the center of the city.

The ski resorts are just 35 to 40 minutes away with no mountain passes to cross. The resorts are 15 to 20 minutes off the Interstate Beltway I-215, which is easily accessed from I-80 or I-15, both of which run through the downtown Salt Lake City.

The resorts average 500 inches of snow each year and collectively offer more than 7,500 skiable acres. For more information, visit [www.Ski-SaltLake.com](http://www.Ski-SaltLake.com) or access their website from an easily found link on the home page of [www.skiernews.com](http://www.skiernews.com)



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SKI VILLAGE RESORTS  
PHONE (970) 453-8200    [skivillage@colorado.net](mailto:skivillage@colorado.net)  
109 N. Main Street • Breckenridge, Colorado

