

SAVE ON THE VALUE of SKIING and RIDING in VERMONT

MONTPELIER, VT – Deals aside, skiing and riding are life-defining sports valued for their diverse benefits to individuals and families alike. These snowsports encourage a lifestyle that is physically challenging and cultivate a bond with nature. Skiing and riding open the door to winter fun, bringing people together for family adventures that satisfy the mildest of carvers to the heartiest of daredevils. The common denominator is a universal feeling of joy, often revealed as a rosy-cheeked smile at the end of the day.

Do not get Ski Vermont wrong, it is nice to save a buck too, but it is especially nice to be enamored with life. Go alone, or go with friends and family; your well-spent time will yield priceless memories.

ASCUTNEY MOUNTAIN RESORT

Ascutney Mountain Resort has a well-deserved reputation as a family resort stemming from its family-friendly terrain and exceptional children's programs. Not as well known, is Ascutney's reputation for offering exceptional family value. There are season pass programs to fit any budget, including the Sunday through Friday Advantage Pass. This pass offers access six days a week, with only a handful of blackout dates. It adds up to a full season of great skiing and riding for pennies per day.

BOLTON VALLEY

Many Vermonters make their home resort Bolton Valley because it is a great mountain value. A family of four can ski and ride Bolton Valley all season, day and night, for as little as \$362 per person. An individual all-access alpine pass is \$549, with all-access youth passes just \$269. New this year, Bolton Valley season pass holders will receive a special package of savings, including 20 percent off rentals and other programs and services.

"We have more than 1,700 feet of vertical, the only night skiing/riding in Vermont and three incredible terrain parks, so it's a safe bet to say Bolton Valley defines the word 'value' when it comes to Vermont skiing and riding," said Bolton Valley President George B. Potter. Visit www.winter.boltonvalley.com/tickets_passes/season_passes.

BROMLEY MOUNTAIN

Bromley's Sun Mountain Club Card was created to reward skiers and riders who visit often but not often enough to justify the purchase of a season pass. The card costs \$69 for adults, \$59 for teens and seniors (65-69), and \$49 for juniors and super seniors (70+). It comes loaded with one free non-holiday day of skiing and \$10 off every all-day lift ticket, weekends and holidays included. Purchase at www.bromley.com or at the ticket booth.

BURKE MOUNTAIN

After 10 seasons, Burke Mountain is proud to offer again Ski & Ride NEK Style on Sunday afternoons. With \$18 lift tickets, \$18 rentals and \$18 lessons starting at 12:15p.m., skiers and riders of all ages and all abilities gather on the slopes for an affordable afternoon of skiing and riding NEK style.

Burke also offers a Vermonter lift ticket to all residents of Vermont, and Coos and Grafton Counties of New Hampshire. Tickets are \$41 for adults and \$31 for students and seniors. The Vermonter Ticket is offered Sunday through Friday during non-holiday periods.

The Kingdom Pass is available to all students 6 to 24 years old attending schools in Caledonia, Orleans or Essex Counties of Vermont, or Coos and Grafton Counties of New Hampshire. This pass is also available to full-time students attending school outside the Northeast Kingdom, but whose primary address is within the listed counties.

JAY PEAK

At Jay Peak, Vermonters get discounts every day of the week. Jay Peak is the only resort in the state to offer lodging and ticket discounts every day of the season, including holiday periods. "Vermonters make up a disproportionately large percentage of our skiers and riders. As a result, we offer deals and discounts every day of the season. It's something we've done for seasons and our in-state growth, in large part, is a result of that commitment," said Steve Wright, vice president of sales and marketing.

Along with ticket discounts, the resort offers lodging deals to help Vermonters, traditionally a day-tripping crowd, spend the night. "Vermonters who pay attention to weather forecasts can line up their schedules to take advantage of our storms. We have one-night lift and lodging packages that allow locals to come up when the forecast looks right, stay the night, then drop into the snow the next morning; we see Vermonters doing that all the time," said Bill Stenger, president and co-owner.

Jay Peak also offers the Triple Major College Season Pass that includes unlimited access to both Bolton Valley and Mad

River Glen. The Triple Major is available to full-time college students from just \$289, and along with Jay's season passes, can be purchased at www.jaypeakresort.com.

KILLINGTON

Killington Deal Grabbers are the hottest thing on snow. Deal Grabber lift ticket deals for as little as \$35 provide access to the largest ski and snowboard resort in the East.

For those who plan to ski or ride three to eight days this season at Killington, the Killington Express Card is a great option and provides direct to lift access and savings of at least \$10 off daily ticket rates. The Killington Express Card provides "pay-as-you-ski" flexibility. The card works like a season pass (with the skier/riding picture on it), and is linked to a credit card. The first time each day the Express Card is scanned at the lift, the credit card is automatically charged the discounted rate.

MAD RIVER GLEN

Mad River Glen offers one of the best ski values in New England. The best and easiest way to ski cheap is to go midweek when tickets are \$39 a day – no coupon, no specials, no hoops to jump through. There are great pre-season deals such as the Free Kids Pass Program, the Mad Card and a variety of season pass options to suit every skier. Once the season begins, look out for specials discount days like Roll Back the Clock Day when you ski for the original 1948 price of only \$3.50, St. Patrick's Day when you ski for only \$17 if you wear green and Town Meeting Day when all kids ski free. Visit www.madriverglen.com/deals to see all the details.

MAGIC MOUNTAIN

Magic Mountain is home to some superb steals and deals. Not only does Magic Mountain offer some of the lowest rates for access to high quality terrain, it offers the discount savvy skier or rider a multitude of options for further discounts.

On non-holiday Wednesdays throughout the season, guests to Magic Mountain can car pool (at least four people per car) with friends and family and receive lift tickets for \$80 per car.

Ski and ride with friends and family and save midweek. Skiers and riders who come to the slopes of Magic Mountain with at least three of their friends or family midweek can take advantage of \$25 lift tickets all season long. Simply load the car up with at least three people midweek, non-holiday, all season and everyone in the party receives \$25 lift ticket per person.

Ski or ride all season long with no restrictions for only \$419. The \$39 Magic Card offers discounts on lift tickets all season, featuring \$25 midweek lift tickets and \$10 off all weekends and holidays.

MIDDLEBURY SNOW BOWL

The midweek season pass is the best deal. For \$225, pass holders have weekday access (except Dec. 28 through Jan. 1 and Feb. 22-26) and can ski or ride seven days a week from March 1 through the end of the season. Guests can also buy weekend/holiday day tickets at the half-day rate by presenting their weekday pass.

MOUNT SNOW

The Nor'Easter pass gives exclusive access to all Peak Resorts ski areas in the Northeast, including Mount Snow. The Nor'Easter has no blackout dates and it offers 20 percent off at all retail outlets and access to first tracks early lift access. The Classic Pass provides access to all of Mount Snow's 107 trails, with the same discounts and First Tracks privileges, at a discounted rate. The Higher Education pass is offered to all full-time college students at a deeply discounted rate, and it is valid at all Nor'Easter resorts. For those lucky enough to get to the slopes on weekdays, the Midweek pass is the way to go. As always, kids 5 and under ski free.

Do not forget about the \$99 FANfare card, which offers 50 percent off midweek non-holiday lift tickets, 25 percent off weekend non-holiday tickets and 10 percent off holiday tickets, all season.

OKEMO MOUNTAIN RESORT

There are so many ways to save. Okemo is taking it online for 2009-10. Facebook friends and Twitter followers take note. Some of the standard steals-and-deals that Okemo fans have come to know and love are going to be available online only. In addition, Okemo is introducing a new lineup of great pop-up deals with print-at-home coupons. The resort is making strides to keep connected with its skiing and riding guests through social media outlets, and value is the best reason to "follow" or "friend" Okemo. Some online specials for friends and followers during the season are Lift and Free Lunch, Buy One Win Two, Kids Rock Free, Multi

Day Motivator and more. Check out more at www.okemo.com/okemowinter/ratesandrentals.

PICO MOUNTAIN

Enjoy discounts of up to \$16 per day off regular ticket window prices with the Pico Card. Pico cards are available for just \$24 and are valid every day of the 2009-10 season.

SMUGGLERS' NOTCH RESORT

New this season, the popular Club Smugglers' Advantage Vacation Package at Smugglers' Notch Resort includes a free group lesson for each adult at the beginner level. Additional group lessons may be purchased at a 50 percent reduced price. Smugglers' Snow Sport University instructors offer group lessons at 10 a.m. and 1 p.m. for 1½ hours. This offer is valid all season long.

A Learn-to-Ski Week with free rental equipment debuts this winter for guests staying three nights or longer on the Club Smugglers' Advantage Package. First-time and beginner level skiers or riders are invited to stay and learn to ski or ride for \$99 per day. The package includes condominium lodging, daily lift tickets, lessons and free rental equipment, plus après ski activities, pool and hot tubs, and nightly entertainment from Jan. 8-15. For package info, visit www.smuggs.com/winter/packages.php

STOWE MOUNTAIN RESORT

One of the premier 36-hole golf destinations and ski areas in New England, Stowe Mountain Resort has modified its customer loyalty program to provide savings and rewards to guests on a year round basis. The Stowe Points Card now offers discounted lift tickets in the winter, along with discounts on summer attractions packages and greens fees at the Stowe Country Club.

In addition to discounted skiing, snowboarding and golf, the Stowe Points Card allows guests to earn points for every dollar spent at the resort toward free lift tickets and golf rounds. Points are accumulated point-per-dollar (pre-tax) on purchases made for lift tickets, golf, attraction packages, retail goods, rentals, golf lessons and food at resort restaurants. Points never expire and every 450 points can be redeemed for a complimentary lift ticket, golf round with cart or summer attractions package.

Stowe Points Cards can be purchased for \$75 or earned free through many year-round lodging promotions, the Church Street Market Fest and other added value resort programs. For additional information and Stowe Points Card details, please call 1-800-253-4754 or visit www.stowe.com.

STRATTON MOUNTAIN

There is no disputing the value of fresh tracks on a powder day or new ways to ski, ride and save at Stratton Mountain this season.

With the Family Sunday 4-Pack, Mom, Dad and two children can ski Sunday afternoons for just \$99 (except holiday black-out dates). They can cap off an awesome afternoon on the slopes with a complimentary après ski pizza at Grizzly's.

For less than the price of a single lift ticket, X2 holders get a free day and save every time they ski or ride with a Stratton X2 card. Benefits include \$30 off Monday to Friday (non-holidays), \$20 off weekends (non-holidays), \$10 off holidays plus one free day (valid daily except holiday blackouts).

The Monday's on Us Package allows you to book Friday to Sunday night at any Stratton lodging property and ski free on Monday (non-holiday).

Other deals include the Sunday Pass, Midweek Super Pass (valid at Stratton, Okemo, and Sunapee), and Value Pass. Visit www.stratton.com/deals for more info on deals and Stratton vacation savings.

TRAPP FAMILY LODGE

Are you looking for a romantic getaway package? A variety of deals is available throughout the season at www.trappfamily.com/accommodations/specials-packages.

SKI VERMONT'S FREE LEARN TO SKI/RIDE WEEK

This popular program, held January 4-10, is available at several Vermont ski areas. It offers introductory lessons and equipment rentals for first-time skiers or riders. In its third year, this program has helped thousands of curious winter enthusiasts to get on the slopes. Sign ups and further info will be available on www.skivermont.com starting in December.

This information was compiled by the Vermont Ski Areas Association, which is solely responsible for its content.

You can view this exact page online and link from it as well on skiing's new website: www.skiernews.net/NEF2010-VT

WHAT'S NEW at VERMONT SKI RESORTS

MONTPELIER, VT – Among the variety of improvements at Vermont's ski resorts, a certain theme rings clear. As each ski area listens to its patrons, it is creating the best possible experience for its extended family of snowsports enthusiasts. For Northern Vermont resorts, please see pages 2 and 12.

ASCUTNEY MOUNTAIN RESORT

Ascutney Mountain Resort continues its evolution as a major Vermont destination with Holiday Inn Club affiliation and further resort development. Last year, Ascutney received town approval for its master development plan and this year the existing village hotel is now a member of Holiday Inn Club Vacations™. "This is another terrific step forward for the resort and a first for Vermont. We couldn't be more thrilled for Ascutney and our surrounding communities," said Steve Plaustiner. He and his wife Susan remain the owners and master real estate developers of the resort. Steve added, "This is an exciting move ahead in our evolution as a major Vermont destination resort."

Keep an eye on www.ascutney.com for all the latest.

KILLINGTON

Numerous upgrades throughout the resort to the world's most extensive snowmaking system will offer deeper base depths on a number of trails for the 2009-10 season. In addition, Killington has purchased additional low energy snow guns and fan guns to reduce energy consumption, while still pumping out enough snow to fill Giants Stadium – twice!

MAD RIVER GLEN

The Single Chair Capital Campaign reached its summit. Many people said it could not be done, but the Mad River Glen Cooperative smashed its fund raising goal by raising more than \$1.7 million in donations to fund the historic restoration of the mountain's iconic Single Chair. This unique fund raising campaign was facilitated by partnerships with two non-profit groups: the Stark Mountain Foundation and Preservation Trust of Vermont. Their collaboration allowed Mad River Glen to raise tax-deductible charitable dollars to finance the project. The campaign will formally close in Spring 2010. With a nod toward Mad River Glen's egalitarian ethos, everyone who donates, no matter the amount, will have their names added to donor plaque that will be installed at the base of the restored Single Chair.

MOUNT SNOW

Mount Snow continues its emphasis on high quality snowmaking and terrain conditions with off season infrastructure improvements to its snowmaking system and additions to its fleet of groomers. This will help the mountain's 251 new-technology fan guns do what they do best – cover absolutely everything in sight with the fluffy white stuff we all love.

If you thought the first year of Carinthia as a freestyle terrain park was a success, wait until this season. With new features, curved rails and an entire year of the mountain's crew dreaming up new park layouts, Carinthia is taking things to yet another level. This was a great move and there is one major reward. Mount Snow has been chosen to host this year's finals of the Winter Dew Tour, Feb. 4-7, 2010.

OKEMO MOUNTAIN RESORT

Okemo Mountain Resort continues its commitment to snowmaking and grooming this winter with the addition of a second Prinoth BR500 grooming machine. Okemo's first BR500 is affectionately referred to as "The Beast" by resort operations staff. The 500-horsepower dual turbocharged behemoth is about eight feet wider and 10 feet longer than the next largest model, the BR350. The Beast sports a tiller that is 24 feet wide and a blade that is 20 feet wide. With engineered efficiencies, additional width and an ability to travel at the same speed uphill and downhill, the newest machine in Okemo's grooming fleet will help fortify the resort's reputation for superior surface conditions.

Okemo has reconfigured its entire HKD snowmaking system with a focus on enhanced resurfacing response time. Although skiers and riders will take little notice, these behind-the-scenes operational improvements will be realized in greater productivity and efficiency.

Visit www.okemo.com/okemowinter/ratesandrentals/deals.asp for more information.

PICO MOUNTAIN

Snowmaking upgrades continue to improve Pico Mountain's overall efficiency in energy consumption and production. For the 2009-10 season, snowmaking pipe and hydrants have been replaced on Upper Pike, completing the final phase of a three-year replacement program on Pico's signature top-to-bottom trail.

STRATTON MOUNTAIN

In 2009-10, expect to see some exciting new changes around the mountain, especially when

it comes to freestyle terrain and the new Adventure Zone. The expert-level terrain park and superpeirpe are located in the Sun Bowl area, already home to the US Open Snowboarding Championships. Other changes include the Coca-Cola Snow Tubing Park, a four-lane, 750 foot long, lift served park; snowmobile tours; snowshoeing; and Nordic skiing all from the Sun Bowl with its full-service lodge. On the park and progression front, there is a new Jib Park on Lower Middlebrook, Boarder-Cross on East Byrneside and beginner mogul areas on White Birch and Daniel Webster.

SUGARBUSH

What is new at the Bush? How about new terrain? Sugarbush spent the summer expanding and adding 75 acres of new wooded terrain at both Mt. Ellen and Lincoln Peak. The expansion is part of the resort's continuing effort to create new challenges and experiences for their guests. In addition, it removes the fear factor from wooded skiing and riding. Some of the new areas have gentle slopes and more space between trees.

Colleges have been offering online learning for years. This year Sugarbush will be using its SugarTube to extend the learning experience off the hill. Instructors will video lessons and then post the clips on personal accounts created for guests of the Ski and Ride School.

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