

BOLTON VALLEY REMAINS VERMONT'S MOST AFFORDABLE BIG MOUNTAIN FAMILY SKI VACATION DESTINATION

BOLTON VALLEY, VT – Moms, dads, head of households, skier and rider fanatics – please take note: big mountain skiing and riding is affordable, and officials at Bolton Valley in Vermont have set out to prove it. Skiers and riders, and especially families, are looking for affordable ways to enjoy the slopes while finding the best value for the overall experience. Skiing at Bolton Valley keeps your pockets full by providing affordable daily lift ticket rates, and ski and stay packages that provide the valued-added amenities that make a ski vacation so memorable.

Guests at the Inn at Bolton Valley will enjoy true ski-to-your-door lodging that is centrally located to both the lifts and 88 kilometers of Nordic skiing. In the walkable base village, you will find amenities such as childcare, a cafeteria, two restaurants, and ski and snowboard school for both adults and kids. Bolton Valley is home to Vermont's most extensive night skiing, so when the sun goes down, you and your family can keep on skiing and riding under the lights. On Saturday nights starting in January, night lift tickets are just \$19 and you can enjoy \$2 pizza slices, sodas and beer at Fireside Flatbread, located in the main base lodge.

"We've designed package pricing that is all-inclusive so there are no surprises," said Josh Arneson, director of sales and marketing at Bolton Valley. "Our packages pack in value, too, from ski-to-your-door lodging, to lift tickets, breakfast, and unlimited use of our on-site Sports Center. Add in the big mountain skiing and riding experience with three inter-connected mountain peaks, 70 trails and glades, an abundance of natural snowfall plus extensive snowmaking, and families or individuals will find an entire ski experience that stays well within their budget this year. It really is the best value in Vermont skiing and riding."

Part of that value also lies in the resort's backyard appeal. Guests at Bolton Valley are literally entrenched in Vermont's backyard and experience some 5,000 acres of natural wooded landscape. Moreover, getting to that backyard is simple. For those driving, Bolton Valley is just about three hours from Boston, or less than 30 minutes south of Burlington, Vt., for those who may fly into Burlington International Airport.



BOLTON VALLEY, VT - Bolton Valley delivers on affordable, big-mountain skiing in Vermont. Whether you are looking for deep powder or groomed trails, Bolton provides the variety that all family members can enjoy. Find Bolton Valley, located off of I-89, via Rte. 2 and an easy access road. Photo courtesy of Bolton Valley

Bolton Valley defines the term "backyard" as convenient and accessible. And that is what they are.

"The word backyard conjures up so many images – barbecues, playing on the swing set, laughing with friends and family," said Arneson. "But it's also about convenience. You step outside your backdoor, right into your backyard. We do the same here at Bolton. Getting here is simple, as we're just 10 minutes off the Interstate. And once you're here, everything is within walking distance in our base village. We invite everyone to come play in our backyard as if it were their own."

Three terrain parks, including the Burton Progression Park, plus Vermont's most extensive night skiing and riding are just a few more ways that prove that being at Bolton Valley is more than just cruising down ski trails. Add in the Bolton Valley Sports Center in the base village complete with pool, hot tub, sauna and video games, a full rental and retail shop, two

restaurants plus a cafeteria, deli and Vermont General Store, and a convenient on-premise childcare facility, and there is simply something for everyone in the family while staying at Bolton Valley.

Keep in mind, however, that none of this would exist if we did not take care of it, which is why Bolton Valley is in tune with helping to encourage sustainability. As the recipient of the National Ski Areas Association's 2010 Silver Eagle Award for environmental initiatives, Bolton Valley continuously looks for ways to be more energy efficient. From being one of only three ski resorts in the U.S. and the first in Vermont to implement wind power as an energy source, to using biodegradable and recyclable products throughout its cafeteria and restaurants, resort officials strive to use natural resources as much as possible. Bolton Valley's snowmaking is "green" by using energy-efficient HKD snow guns and SMI fan guns to reduce diesel and electric power consumption. The resort reduces its fossil fuel consumption for heating the base lodge with two Magnum Countryside pellet stoves through its partnership with Energy Co-op of Vermont. Recycling stations throughout the resort as well as an environmental towel program in the hotel and the use of safe snowmelt on sidewalks are just a few of the small ways that help to make a big environmental impact. Everyone's enjoyment of skiing and riding – all winter activities for that matter – depends on a healthy environment.

For more information on Bolton Valley, including discounted lift tickets and special ski and stay package rates, please stop by the Bolton Valley booth at the Boston Ski and Snowboard Expo. If you missed the show and would still like to get the complete picture of what Bolton Valley offers to families and skiing and riding enthusiasts, and for detailed information on lift/lodging packages, adult and children's program and holiday availability, or more, please visit www.boltonvalley.com.

You can also read this page online and link to Bolton from it at www.skiernews.net/NEF2012-Bolton.pdf

You also will easily find a link to Bolton Valley on the homepage of www.skiernews.com

Big Mountain Skiing & Riding Packed with Value for the Whole Family



All-inclusive, true ski-to-your-door lodging packages starting at

\$79..... Early & Late Winter*

\$99..... Winter Peak*

\$139... Holidays*

Take 10% off these rates when you mention the code SKNW when booking. Ski & Stay Packages include slopeside accommodations at the Inn at Bolton Valley, lift ticket, continental breakfast and use of the Bolton Valley Sports Center.

*Rate applies to Inn at Bolton Valley rooms only, rate is per person per day plus 9% Vermont Rooms Tax, based on double occupancy, restrictions may apply, based on availability at the time of reservation with limited availability per day. Cannot be combined with any other discount or voucher programs. See boltonvalley.com for complete details and dates.

We've Got It

Bring your snorkel. Last year we received 330 inches of snow on our 70 trails and glades

Convenient walkable base village

Ski-to-your-door lodging

Vermont's most extensive night skiing and riding

Just 3 hours from Boston & 10 minutes from I-89

\$29 Lift Ticket
at Bolton Valley



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Coupon not valid holidays (12/26/11-1/2/12; 1/14/12-1/16/12; 2/18/12-2/26/12) Valid only on single day ticket. Cannot be combined with any other special offer or discount. No Resale. No Cash Value. One ticket per coupon. Coupon not valid after April 1st, 2012.

Ski It. Ride It. Love It.



Bolton Valley
Vermont. Naturally.

boltonvalley.com | 1.877.9BOLTON

