

# SUNAPEE DOES IT AGAIN – BEST SNOW in the EAST

## MOUNT SUNAPEE TAKES SKI MAGAZINE'S BEST SNOW RANKING HIGHER

NEWBURY, NH – In the 2011 SKI Magazine Reader Survey, Mount Sunapee was ranked No. 1 in the East for Grooming and No. 1 in the East for Snow. While Mount Sunapee has been ranked with the best snow surfaces in the East for the past six seasons by SKI Magazine readers, this is the first year that Mount Sunapee was ranked No. 1 in the East for both Grooming and Snow, the two categories that make up overall snow surfaces.

In 2006, Mount Sunapee was ranked No. 2 in both Grooming and Snow. From 2007 through 2010, Mount Sunapee was ranked No. 1 in Grooming and No. 2 in Snow. Mount Sunapee lives up to its tag line: Big Mountain – Best Snow – Your Backyard.

“Consistent, reliable snow is what keeps our guests coming back,” said Bruce McCloy, director of marketing at Mount Sunapee. “I think the rankings show that while we are pleased to be ranked with the best snow surfaces in the East year after year; we don’t rest on our laurels. We rededicate ourselves to make the snow surfaces even better every season. Despite the vagaries of New England weather, our huge commitment to snowmaking and grooming enables us to provide the best snow surfaces in the East day-in and day-out.”

Mount Sunapee received nine “Top 10” rankings in this year’s reader survey. Other Top 10 categories include Family Programs, Value, Service, Overall Satisfaction, Weather, Accessibility and Lifts.

Mount Sunapee’s overall resort ranking in the East is No. 16. It is the closest big mountain to southern N.H. and eastern Mass., and it offers the best snow in the East. For more, visit [www.mountsunapee.com](http://www.mountsunapee.com)

## NEW GLADE TRAIL and MORE SNOWMAKING COVERAGE HIGHLIGHT WHAT IS NEW at MOUNT SUNAPEE for 2011–12

NEWBURY, NH – For 2011-12, skiers and riders at Mount Sunapee will discover a new glade trail from Upper Ridge trail down to Beck Brook trail, snowmaking coverage on Outer Ridge trail and that the Sunapee Express Rental Shop has become a Burton Learn To Ride Center. These changes highlight a \$475,000 capital program.

Upper and Lower Ridge trails are the most popular route off the summit of Mount Sunapee. A second glade trail will now be available off Upper Ridge trail. Beck Brook Glade will leave the skier’s right side of Upper Ridge about half way down and empty out onto Beck Brook trail. Snowmaking will be added to Outer Ridge trail, which leaves Upper Ridge on the skier’s left and parallels Upper Ridge.

“Not only will snowmaking on Outer Ridge provide another reliable route off Upper Ridge trail, Ridge Glade empties onto Outer Ridge trail and the snowmaking will help us keep Ridge Glades open more days during the season,” said Alan Ritchie, mountain manager at Mount Sunapee. “These two additions will provide a lot more skiing and riding options off our most popular top-to-bottom run.”

The Mount Sunapee Express Rental Shop will become an official Burton Learn To Ride Center this season. One hundred percent of the snowboards, snowboard boots and binding inventory in the Shop is now Burton. The Burton LTR™ board for men and the LTR-L™ board for women featuring Easy Rider™ technology have revolutionized learning to snowboard. These boards have softer flex, and the camber has been eliminated and replaced with a convex base shape from tip to tail that makes steering and stopping simple. The base edge is beveled three degrees to reduce the chance of catching an edge, which translates into fewer falls. The convex base and beveled edges also helps the beginner roll onto an edge, making it easier to initiate a turn. Burton Snowboards has been a leader in snowboard design and innovation for 35 years.

Mount Sunapee Resort now has 66 trails and 11 lifts with over 230 acres of terrain for skiers and snowboarders of all abilities.

Mount Sunapee is the closest big mountain to southern N.H. and eastern Mass.

For more info, visit [www.mountsunapee.com](http://www.mountsunapee.com)

## MANY WAYS to SAVE SEVEN DAYS a WEEK at MOUNT SUNAPEE

NEWBURY, NH – Mount Sunapee Resort offers daily, online and affinity card specials that can save skiers and riders money every day of the season.

Children age 6-18 ski or ride free with the online Family Values special. For each adult who purchases a full-price, all-mountain, full-day lift ticket Sunday through Friday, one child can ski or ride all day free. This package is purchased online and a print-at-home voucher is presented at Mount Sunapee. Check dates available at [www.mountsunapee.com](http://www.mountsunapee.com). Excludes holiday periods.

**Magic Monday:** It is truly magic when everyone can ski or ride for only \$39. Excludes holiday periods.

**Ladies' Day Tuesday:** Ladies can ski or ride for \$49 and receive a buffet lunch in Goosefeathers Pub. Ladies also receive half-price childcare and specially priced two-hour workshops for only \$35 at the Learning Center. Excludes Holiday periods.

**Two-Fer (2-for-1) Wednesday:** The most popular midweek special, two people can ski or ride all day for only \$68. Grab a friend and head for easy-to-reach Mount Sunapee. Two people can enroll in Mount Sunapee’s full-day “Get Into” Learn-to-Ski/Snowboard package on Wednesdays for the price of one for only \$85. Excludes holiday periods.

**Free Lunch Thursday:** Who says there is no such thing as a free lunch? Purchase a full-price, all-mountain, all-day ticket and lunch is on Mount Sunapee. Each guest receives a \$12 lunch voucher good at any of Mount Sunapee’s eight food outlets. Excludes holiday periods.

**Sunday NH Resident Special:** New Hampshire residents can enjoy super savings on Sunday afternoons. Residents can ski or ride from noon until 4:00pm for only \$39. Excludes holiday periods.

The Flex Card offers 50 percent off midweek full-price daily

lift tickets (non-holiday periods) and 25 percent off weekend and holiday full-price daily lift tickets. There is also a 50 percent savings every day early season and late season.

In addition, Flex Card holders receive \$10 off ski/snowboard workshops, rental packages and high performance rental packages. New for 2011-12, Flex Card holders can earn a free day by skiing or riding as few as six days with a new point system.

The Mount Sunapee 6-Pack offers 16 percent savings every day and has lots of flexibility. You receive six full-day tickets for the price of five. All six tickets can be used daily from opening day through Dec. 25, 2011, and March 5, 2012, until closing day. Up to two tickets per day can be used Dec. 26, 2011, through March 4, 2012.

Mount Sunapee lives up to its tag line: Big Mountain – Best Snow – Your Backyard. For more information about the steals and deals at Sunapee visit [www.mountsunapee.com](http://www.mountsunapee.com)

You can link to Mount Sunapee via an easily found link on the homepage of [www.skiernews.com](http://www.skiernews.com) or link from the newly updated page at: [www.skiernews.net/NEF2012-Sunapee.pdf](http://www.skiernews.net/NEF2012-Sunapee.pdf)

# Best Snow in the East!

## SIX Years in a Row!

2011  
2010  
2009  
2008  
2007  
2006

-SKI Magazine Reader Survey Eastern Rankings Combined Grooming and Snow Rankings

# STEALS & DEALS

(non-holiday periods)

**Magic Monday** - It's truly magic when everyone can ski or ride all day for only \$39.

**Ladies Day Tuesday** - Ladies ski or ride all day for just \$49, plus receive a complimentary buffet lunch. Also includes half-price childcare and lesson discounts.

**2-for-1 Wednesday** - Grab a friend and enjoy Mount Sunapee's best midweek deal. Two can ski or ride all day for only \$68.

**Free Lunch Thursday** - That's Right! Purchase a full-priced, all-mountain, all-day lift ticket and receive a \$12 food voucher to use at Mount Sunapee.



# MOUNT SUNAPEE

BIG MOUNTAIN • BEST SNOW • YOUR BACKYARD

[www.mountsunapee.com](http://www.mountsunapee.com)  
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