

at SUNDAY RIVER – IT IS ALL ABOUT THE SNOW and SO MUCH MORE

NEWRY, ME – For over 50 years, Sunday River has staked its name on the most powerful snowmaking system anywhere. Sure, building one of the largest resorts in the East certainly inspired its fair share of followers, but when it comes down to creating the best skiing and riding conditions around, Sunday River sets the bar year after year.

Sunday River created and operates one of the largest and more powerful snowmaking and slope maintenance system in the East. The snowmakers make old Ma Nature look pretty darn good. It is also why Sunday River has been the first resort on the East Coast to open for the last four years and why the resort has celebrated a six-month long season for the last two years. Ask any Sunday River snowmaker what fuels this passion and you are bound to hear the same answer, “We do it because we can, and we do it for our guests.”

It also helps that this crew of veteran snowmakers and groomers has technology on their side. In addition to nearly 2,000 snow guns, 72 miles of snowmaking pipe, 30 miles of hose, 2,200 hydrants and a fleet of 15 state-of-the-art snowcats, Sunday River is fortunate to have Boyne Resorts behind them.

Thanks to Boyne’s own innovation in snowmaking technology, Sunday River now also boasts 75 not-so-secret weapons in the form of Boyne Low Energy Fan Guns. With these guns, the resort is able to convert more efficiently water into snow crystals, especially at marginal temperatures. This means that snow quality gets even better while energy and water efficiencies also improve. It also means that guests get out onto the slopes earlier each season and stay out there much, much later.

In terms of sheer size, Sunday River is a big resort spanning three miles from its White Cap Peak to the Jordan Bowl. In between, skiers can take their pick of eight interconnected mountain peaks, 132 trails, 743 acres, five terrain parks (plus a superpipe and minipipe), plus more hidden spots than a snow leopard thanks to a boundary-to-boundary skiing policy.

Guests will find a bounty of options for all abilities, including plenty of cruisers, bumps, steeps and glades, including 60 new acres of tree skiing in the Jordan Bowl area this winter.

If the thought of tree skiing makes you weak in the knees and you need some added guidance, Sunday River’s award-winning Perfect Turn Ski & Snowboard School has been showing others how it is done for years. Book one of their group or private lessons anytime throughout the season, or book a ski and stay package and take advantage of the included adult ski/snowboard clinic.

Want extra credit? Take a Zipline Tour or zip down one of the resort’s new Twin Zips for an all thrills, no skills lesson in fun.

After a jam-packed day on snow, there are plenty of ways to rest those legs and prepare for another day of fun thanks to two dedicated spa facilities and several slope side pools. In addition, for those who have worked up a serious appetite, Sunday River boasts several cafeteria-style food courts in their base lodges as well as popular restaurants and après ski haunts such as the always-hopping Foggy Goggle, Sliders Restaurant in the Jordan Grand Resort and Legends Restaurant in the Grand Summit Resort Hotel. Beer and wings? Wine and steak? Sushi and sake? A moonlit Peak Lodge Diner and dancing? The combinations are as endless as they are delicious.

Lodging at Sunday River is plentiful, convenient and as diverse as the rest of the resort’s offerings. With two Grand Resort Hotels, a comfortable inn, and hundreds of condominiums – all slope side – it is easy to find an option for every taste and every budget.

At the end of the day, it is all about the snow and the fun. For more information on Sunday River, visit www.sundayriver.com.

You can view this exact page online and link to Sunday River, at the newly updated web page at: www.skiernews.net/NEF2012-SundayRiver.pdf

For more info about Sunday River, please visit www.sundayriver.com either directly or via an easily found link on the homepage of www.skiernews.com

For more information on Sunday River, including season pass and lift ticket pricing, lodging packages, events, and activities, visit www.sundayriver.com or call 1-800-543-2754.

SUNDAY RIVER SKI & STAY PACKAGES

Ski trips to Sunday River are all about convenience and value, with a wide variety of slope side lodging options and packages that bundle lift tickets and lodging together to save you money. All ski and stay packages include lift tickets, lodging and free adult ski or snowboard clinics.

Stays in select properties also include breakfast free. In addition, all mid-winter weekend and holiday packages are automatically upgraded to include 12-hour lift tickets.

Below are four of the resort’s most popular packages. For a full listing, or to create your own customized trip, visit www.sundayriver.com.

SUNDAY RIVER’S MOST POPULAR SKI & STAY PACKAGES:

Five-Day Ski Weeks

To explore everything that Sunday River has to offer, you will want a full week. The resort’s Ski Week packages include five days of skiing and five nights of lodging from just \$359. Available for Sunday night arrivals all season.

Deal of the Century

This package includes one night lodging at the resort’s Snow Cap Inn, two days of skiing, plus breakfast and a gift card to be used toward dinner – all for just \$119 per person. It is available for Monday, Tuesday and Wednesday arrivals, non-holiday January through April.

Presidents’ Week

With so much skiing and so much to do, this is the trip your kids will look forward to all winter and talk about all summer. Special events and activities including fireworks are planned for the week. Packages are available from \$139 arriving February 17 or 19.

Parrot Head Festival

This celebration is one of the biggest spring parties around, at one of the best spring skiing destinations you will find anywhere. This much snow, sun and fun may be illegal in some states. Packages are available April 6 to 8 and start at \$119.

For more details, please visit

www.sundayriver.com/VacationPackages/EarlySavings.html



Sunday River.

Sharing is overrated.



Find Your Happy Place

Nearly 750 acres of terrain beg for exploration. Snow buries every inch of the mountain, thanks to the tag team of Mother Nature and our unmatched snowmaking. And high-speed lifts serve you the whole enchilada without delay. So get out there. Because the best part of finding your Happy Place can be the search itself. **Ski and stay packages start at just \$69 including lift tickets, slopeside lodging and free adult ski or snowboard clinics. Call 800-543-2754 or visit SundayRiver.com.**

*Tax and service charge not included. Certain restrictions apply.