

GET YOUR NON-SKIING FRIENDS to LEARN to SKI or SNOWBOARD THIS WINTER with FREE PROGRAMS at YOUR FAVORITE RESORT

LAKEWOOD, CO -- Something old. Something new. Something borrowed. Something blue. That is an old adage usually reserved for weddings or showers but, in this case, it applies to the 2019 Learn to Ski and Snowboard/Bring a Friend initiative. January is Learn to Ski and Snowboard Month and the initiative is headed into its 11th year.

“Something old” is not really old at all but the return of two popular promotions – the Bring a Friend Challenge and First Day Faces.

Anyone who helps a newcomer sign up and take beginner lessons from professional instructors can win some terrific prizes from Head, Burton, Rossignol, Seirus Innovation, Zeal Optics, Transpack, Eurosock and other product suppliers. Plus, they qualify for a free year membership in Mountain Sports Club (a \$60 value).

Taking the Bring a Friend Challenge is simple. Details are at: www.bringafriend.org.

Newcomers can win gift vouchers from resources like Liftopia, GetSkiTickets, skis.com/snowboards.com, SeasonPassSales.com and Ski-Ring via the First Day Faces social media campaign. Newcomers just need to post a photo or photos of their first day learning along with #firstdayfaces.

The photos will be posted on their website www.learnstoskiandsnowboard.org and winners are selected from the postings.

“Something New” means a couple of things. Friday, Jan. 11, is the first-ever Learn to Ski or Snowboard Day Celebration. It is a special day when resorts throughout the U.S. will offer great deals and programs for beginners and, a lot of fun in the process.

Offers will also be posted at www.learnstoskiandsnowboard.org as information is made available. The goal is to see how many beginner lessons can be taught in a single day while having a fun time on the slopes.



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In addition, the website now is featuring Nordic Centers along with alpine ski and snowboard locations. They will be displayed in a similar fashion currently being used for Alpine resorts.

One of the objectives of the site is to make it easy for snow sports enthusiasts and especially beginners to find nearby locations. The “Find Resorts” menu tab includes listings, addresses and links back to individual locations. It is set up with a search engine activated by inputting zip codes. “Find Gear” works similarly for shops and now the same can be done with Nordic Centers. In all cases, listings are grouped by state making it easy to find locations.

“Something Borrowed” – Maybe it is time for current skiers and snowboarders to lend a hand to newcomers who may not have all of the “bells and whistles” dedicated enthusiasts probably have in duplicates or even triplicates. Newcomers can find out what they need by reviewing the “How to Dress” tip and others that are posted on the www.learnstoskiandsnowboard.org. Plenty of other tips are posted to help newcomers better enjoy their first-time on the snow. Topics include making the sports more affordable, information on children’s programs, explanations of terminology, what to expect at a ski area and more.

“Something Blue” is really a hope for a blue bird day especially for those on a first-time outing.

And this brings us to a final thought on how current skiers and snowboarders can help newcomers get started. Checking out the weather forecast and snow conditions in advance can help ensure that newcomers will have a better time if prepared. Helping newcomers sign up for lessons from a pro is another.

Snow sports industry research indicates that most people want to learn how to ski or snowboard because they want to spend more time with friends and family members who already are involved. Another motivating factor is “always wanted to try it.” Cost, a lack of time and accessibility are the biggest deterrents for newcomers to overcome. Friend and family members who ski or snowboard can help these newcomers and get them to join all of us on the slopes. It will be more fun for to have them join you on your ski or snowboard trips to the mountains.

To help you and your friends get started, the www.learnstoskiandsnowboard.org website is a great resource. The site lists programs by state so you can focus on a local resort that provides the best value and the least cost to get beginners started.

Since January is designated as Learn to Ski and Snowboard Month, ski resorts in the U.S. offer special learning deals. The Bring a Friend Challenge runs through the entire month. Many programs are free.

Another great website to help you to get your friends started is:

www.skiandsnowboardmonth.org/special-programs/friend/take-the-challenge

Look for more info on these free and discounted programs in SKIER NEWS Dec-Jan edition.

To help inform your non-skiing friends, you can view, read and share this page of learn to ski info at: www.skiernews.net/Oct2018-News.htm

CRESTED BUTTE LODGING HAS MORE VALUE for LESS DOLLARS

CRESTED BUTTE, CO – Many people travel far and wide to discover the bounty of beauty that is Crested Butte in every season. With so many things to do in Crested Butte, and even more places to stay, choosing might be the hardest part. From rustic retreats to hot tub havens, Crested Butte Lodging is there to help you sort through the variety of options and find just the right experience for your trip.

1. Ski-in/Ski-Out at Axtel Condominiums

Living up to the definition of ski-in/ski-out, Axtel Condos are conveniently located in Village Center and sit at the base of the Silver Queen lift, a high-speed chairlift that rises to the longest runs resort-wide. Each one- to three-bedroom unit comes furnished with a wood-burning fireplace, private balcony, kitchen and a common area to store your skis and gear. After a full day on the slopes, grab a cold one from the Avalanche Bar and Grill, the Avy as locals know it, and finish up with a dip in Axtel’s outdoor hot tub.

2. Black Bear Lodge, a Rustic Retreat

With its exposed lodgepole beams, an imposing stone fireplace, stone-flanked surfaces and jettied master bath, Black Bear Lodge delivers rustic mountain luxury. Each two-, three- or four-bedroom Gold Plus-rated condominium includes access to a large outdoor hot tub and its stunning down-valley views. Walk along the heated sidewalk as you make your way to the nearby WestWall lift. On the other hand, for the driving inclined, the heated underground garage keeps your vehicle free of ice and snow and ready for trips to the quaint Victorian town of Crested Butte.

3. Columbine:

Great Views Atop Mt. CB

Warning: This property is not for the faint-hearted. Perched higher on the mountain than any other resort on this list, Columbine boasts commanding views of the town and valley, and unrivaled slopeside access to skiing, hiking and biking trails. Condos vary in size and range from one to three bedrooms; some even include a charming loft with additional beds. Each unit features a wood-burning fireplace and full kitchen, while each rental includes access to the shared sauna, steam room, gas

grill and outdoor hot tub, perfect for clear-night soaks watching the lights of historic Crested Butte sparkle and compete with the shimmer of an endless diamond sky.

4. Central Slopeside Locale at Buttes

If you are hoping to strap on your gear, walk out the door and commence open-air activity in three minutes or less, look no further than Buttes. Offering one- to three-bedroom condos, each with its own private entry and balcony, fireplace and in-unit washer/dryer, this ski-in/ski-out sanctuary also serves as an excellent basecamp for all things Crested Butte. On the mountain, you can select from the two express quad chairlifts, Red Lady or Silver Queen; which one will be lucky enough to carry you up, up and away? On your return to the base, stop by The Bakery/Brown Labrador Pub for \$1 pizza slices and a bevy of drink specials. You cannot get more central than this.

5. Panoramas Aplenty at Wood Creek Lodge

Blooming wildflowers in the summer, rich red and gold foliage in fall and snow-capped summits in the win-

ter, Crested Butte’s bounty of beauty is visible round-the-clock to guests of Wood Creek Lodge. Offering modern amenities and a private balcony to marvel at the mighty view, each unit also comes equipped with a full kitchen and wood-burning fireplace. In true Colorado fashion, spend some time roasting marshmallows by the new fire pit or take a dip in the open-air hot tub. The WestWall and Peachtree lifts are just 50 yards out.

More fine Crested Butte Lodging opportunities will be showcased in the Dec-Jan edition of SKIER NEWS. To see them now, log on to www.crestedbuttelodging.com

Still Want More?

Check out their great website at www.CrestedButteLodging.com, which has more options for places to stay in Crested Butte in every season.

View, read and share this page online and you can link from it also, at: www.skiernews.net/Oct2018-News.pdf

Plan to save, please call Crested Butte Lodging at 1-888-620-SNOW (7669).



**25% OFF CRESTED BUTTE
CONDO RENTALS FOR
WINTER 2018/19**
*some restrictions apply



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