Ski Pennsylvania/Ski Northeast





COME CELEBRATE 40 YEARS OF FUN



Blue Mountain Resort Celebrates 40 Years of Skiing



Blue Mountain Resort Winter Summit Ski Lodge



Palmerton, Pennsylvania – A milestone is quickly approaching for Blue Mountain Resort, as it celebrates its 40th anniversary on December 22, 2017. In an era where the number of ski resorts has dwindled, the locally-owned and operated business has thrived, consistently expanding its offerings to further its mission statement, "give our guests and employees a wonderful experience that lasts a lifetime and keeps them coming back".

In 1962, Ray Tuthill, the company's founder and former President, bought 322.5 acres with dreams of one day opening a ski area to solve a family problem – having to travel long distances to do something they loved. Blue Mountain Resort began its operations in 1977 when Ray's dream became a reality, opening the doors to then-named Little Gap Ski Area. The ski area offered 4 trails and 2 lifts in its first year of operation and lift tickets were \$12. Over the course of 15 years, the ski area consistently expanded, holding true to its values of connecting people with nature and supporting the surrounding communities with jobs.

In the 90's, the ski area finally reached the bottom of the Mountain, what is currently known as "The Valley". This expansion was instrumental in establishing the ski area as a leader in the industry, providing a 1,082-foot vertical for skiing, the highest in the state, and the most varied terrain for guests of all ability levels. After the passing of Ray Tuthill, his daughter, Barbara Green, stepped in as President and CEO of what is now known as Blue Mountain Resort. Her desire to continue her father's legacy was her motivation and she is proud of the progress the Resort has made.



Blue Mountain Resort Skier & Snowboarders enjoy the slopes

"It's exciting to be part of a company that's been here this long," Green says. Under Barb's leadership, she has seen 3 generations of many families work at the Resort. She prides herself on being able to provide job stability for these families by expanding the Resort's operations from skiing and snowboarding in the winter to outdoor adventures and activities in the summer. "[The green season activities] fit so well into what we do year-round, offering outdoor adventures in a natural setting. I'm looking forward to doing more of that," Green says.

In the 1970's, there was an average of 40 ski areas in Pennsylvania and 735 nationwide. Today, there are only 20 in Pennsylvania and 481 nationwide. Green says that "the resorts that have survived are those that have concentrated on their snowmaking efficiency, are customer-focused, and provide all-season activities." Blue Mountain Resort has grown all three of these areas of focus consistently over time. What started with a 269-foot vertical, 4 trails, 2 lifts, and 1 lodge has since expanded to a 1,082-foot vertical, 39 trails, 16 lifts, 39 tubing lanes, 5 lodges, and a variety of outdoor activities in the green seasons.

Barb Green is not the only member of the team at the Resort that is excited for the anniversary. "For me, it's impressive that, for 40 years and without a change of ownership and without lodging, we became a leader in this adventure sport," says Jim Dailey, General Manager and COO of the Resort. Dailey has been with the Resort for 29 years and has worked in several departments, including snowmaking, risk management, ski patrol, and marketing. Dailey assumed the role of General Manager in September of 2009 and has been an instrumental part in helping the Resort evolve to what it is today.

When considering expansions to the Resort, both Green and Dailey believe in the importance of establishing partnerships with people and groups in the local community. "We've had a great working relationship with the

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Shiffrin Stuns at Killington Slalom



Mikaela Shiffrin Killington Slalom 2017 - Agence Zoom



Mikaela Shiffrin,(USA) (left) Winner, Petra Vlhova (Slovakia) 2nd and Bernadette Schild (Austria)) (right) 3rd in Killington, Vermont, USA (Agence Zoom)

American superstar Mikaela Shiffrin laid down two untouchable runs at Killington Resort to claim her 26th World Cup slalom victory in front of a home crowd. She was chased by Levi World Cup winner Petra Vlhova of Slovakia, who ultimately finished 1.64 seconds off Shiffrin's blazing pace. Austria's Bernadette Schild rounded out the podium in third.

Cheered on by her grandmother – known affectionately as "Nana" – Shiffrin wowed the Vermont crowd just as she did at the same event last year. Vlhova did her best to defend the red leader bib in slalom, but Shiffrin was able to match her early season results. The two are now joint leaders of the ladies' slalom standings. Schild, meanwhile, picked up her second podium in a year at a U.S. resort, adding to her third-place finish at Squaw Valley from March.

A firm surface caused trouble for some skiers while aiding others. Those with higher starting bibs had a great opportunity to move up in ranking, but those who tried to charge too hard on the grippy ice paid the price. Denise Feierabend of Switzerland scored a career-best slalom finish from start number 21. Anna Swenn-Larsson of Sweden made a big move from bib 24 to finish sixth, and Austrian Katharina Gallhuber leaped from bib 38 to finish seventh.

The ladies' tour now moves on to Lake Louise, Canada, for two downhill races and a super-G next week.

AUDI FIS SKI WORLD CUP 2017/18 Killington (USA) LADIES' SLALOM OFFICIAL RESULTS

SHIFFRIN Mikaela

 Nation
 1st Run
 2ndRun
 Total
 Diff.

 USA
 49.57
 51.34
 1:40.91
 0.00

 VLHOVA Petra
 SVK
 51.02
 51.53
 1:42.55
 +1.64

 SCHILD Bernadette
 AUT
 50.86
 52.72
 1:43.58
 +2.67

AUDI FIS SKI WORLD CUP 2017/18 Killington (USA) LADIES' SLALOM OFFICIAL RESULTS Continued

FEIERABEND Denise	SUI	51.85	51.76	1:43.61	+2.70
HANSDOTTER Frida	SWE	50.9 7	52.72	1:43.69	+2.78
SWENN LARSSON Anna	SWE	51.84	52.10	1:43.94	+3.03
GALLHUBER Katharina	AUT	52.41	51.80	1:44.21	+3.30
COSTAZZA Chiara	ITA	52.47	52.04	1:44.51	+3.60
WALLNER Marina	GER	52.72	51.82	1:44.54	+3.63
GISIN Michelle	SUI	51.80	52.75	1:44.55	+3.64
WIKSTROEM Emelie	SWE	51.54	53.01	1:44.55	+3.64
CURTONI Irene	ITA	52.20	52.40	1:44.60	+3.69
HAVER-LOESETH Nina	NOR	51.99	52.87	1:44.86	+3.95
ST-GERMAIN Laurence	CAN	53.03	52.07	1:45.10	+4.19
LIENSBERGER Katharina	AUT	53.07	52.24	1:45.31	+4.40
DUERR Lena	GER	52.59	52.83	1:45.42	+4.51
BUCIK Ana	SLO	52.76	52.68	1:45.44	+4.53
GEIGER Christina	GER	52.50	52.96	1:45.46	+4.55
NOENS Nastasia	FRA	53.01	52.51	1:45.52	+4.61
BAUD MUGNIER Adeline	FRA	52.96	52.61	1:45.57	+4.66
STIEGLER Resi	USA	52.54	53.14	1:45.68	+4. 77
FERK Marusa	SLO	52.70	53.21	1:45.91	+5.00
ALPHAND Estelle	SWE	53.08	53.32	1:46.40	+5.49





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What's New On The Eastern Pennsylvania Slopes 2017-18!







Blue Mountain

White Haven, PA – While the Autumn leaves may still be falling, Old Man Winter is not far behind. And, soon will be making his appearance by blanketing the mountains in bountiful, powdery white snow. From the moment the first snow falls, The Pennsylvania Ski Area Resorts (SkiPA) are ready to welcome skiers, snowboarders and tubers to officially kick off the 2017/2018 Winter Season. Now is the perfect time to plan ahead and gear up for the season ahead. So, what's new on the Pennsylvania slopes this year? Snow enthusiasts can look forward to enhanced snowmaking power, trail and terrain improvements, upgraded inventories of the latest rental equipment, first-time ski and snowboard incentives, and more. Following are some highlights of what's new on the Pennsylvania slopes for the 2017/2018 season:

IN THE EAST

BEAR CREEK MOUNTAIN RESORT, a four-season destination resort, is conveniently located within a short drive from Philadelphia, New York, D.C, and Baltimore. It offers travellers a perfect weekend retreat for a quick getaway from the hustle and bustle of the city. Winter sports enthusiasts

can look forward to snow, and lots of it with new enhancements to Bear Creek's already robust snowmaking system, providing the best possible conditions all winter long. The resort has also expanded its midweek deals this year, too, offering a \$25 allday lift ticket for college students, as well as Loyal Ski Club members, police employees, fire department employees and EMS employees on Mondays through Thursdays (Non-Holidays). For more information, visit, http:// www.bcmountainresort.com.

BLUE MOUNTAIN Resort Blue Mountain Resort is just a short drive from Philadelphia and New York. It is home to Pennsylvania's highest vertical, the most varied terrain, and



Camelback Mountain



Bear Creek Mountain Resort

some of the longest runs in the region. The resort has expanded its ski trail offerings this year. The Lower Sidewinder trail has been transformed into a ski trail and the Central Park trail has been enhanced to include a jump line. It also has upgraded its snow grooming capabilities with the addition of a new Pisten Bully 400 ParkPro, which will help optimize snow surface from terrain parks, to moguls and cruising trails. The ski access gates will feature paddles instead of turnstiles and greatly expedite the ticketing process. And, the Last Run lounge has been expanded and updated.

Finally, Blue Mountain Resort is turning 40 years old this year on Dec. 22. To celebrate, the resort is hosting a Birthday Bash on January 2 and a host of Throwback Thursday Parties and ticket specials throughout the season. For more information, visit, http://www.skibluemt.com.

CAMELBACK MOUNTAIN Camelback Resort continues to reinvent itself since opening in 1963 with 14 trails and three lifts serving 41,656 skiers. Today, Camelback serves more than 1.7 million outdoor enthusiasts

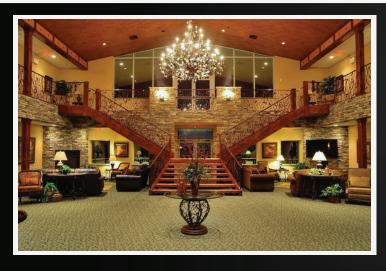
and visitors annually with 37 trails, 16 lifts, 100% snowmaking, the largest snow tubing park in the U.S.A. and the newly launched, after-dark Galactic Snow tubing. With the addition of Camelback Lodge & Aquatopia Indoor Waterpark in 2015, Camelback is now Pennsylvania's premier four-season resort for family adventure. Nestled in the heart of the Pocono Mountains, Camelback offers a winter experience unlike any other with investments in two new snowmaking pipelines, a new HKD snowmaking system and taking on a complete renovation of the Cameltop Lodge at the mountain's summit for

What's New continued page 11



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Blue Mountain Resort Skier & Snowboarders enjoy the Lift to the top

Blue Mountain continued from page 3

local government and regulating authorities. Our communication has been excellent and they support our mission," Jim Dailey said. The Resort's main goal, outside of providing a great experience for guests and employees, is to preserve as much nature as possible and become as energy-efficient as possible.

"Being a family business, we're lucky to have two families, the Tuthills and the Eberts, that reinvest their money back into the business, providing for the expansions that we've made over the last 40 years," Barb says. Some of the recent expansions at the Resort include:

- <u>Slopeside Pub & Grill at the Summit Lodge</u> now offering indoor and outdoor dining with a stunning view of the Pocono Mountains. The premier restaurant is open year-round and hosts live entertainment, has daily food specials, events, and more.
- <u>Automated Snowmaking</u> Because over 80% of a resort's energy costs are due to snowmaking, Blue Mountain has focused on making their system more energy efficient. Their most recent advancement now



You're nevr too young to learn to ski at Blue Mountain Resort



Blue Mountain Resort Ski Trails

makes them 70% more efficient than traditional systems. The initiative has been multi-faceted, focusing primarily on the most energy-efficient snow gun type as well as on set up time and ability to adapt to changing weather conditions. Addressing these facets not only has reduced energy consumption by 4.3 million kilowatt-hours per season, but has improved the Resort's ability to provide simultaneous snow coverage across multiple ski trails. Snowmaking startup is within 7 minutes of compatible weather conditions, providing guests the most optimal experience.

• <u>Expanded Terrain-Based Learning Hill</u> - providing the most efficient and safest form of learning how to ski or snowboard. Now, anyone can learn regardless of their age and previous ability level.

"If you look at the timeline over the last 40 years, there's been a lot of ups and downs, but there's been a lot of growth. I'm looking forward to keeping that growth going," Green says. To celebrate the exciting 40th anniversary, the Resort will be hosting several events and specials throughout the winter season, including:

- 40th Anniversary Birthday Bash at Winter Fest on Saturday, January 27th
- Throwback Thursday Parties featuring music from each decade, these parties will take place at Last

Run Lounge in the Alpine Ballroom. There will be live music, giveaways, costume contests, and more.

- o 1970's Theme Thursday, January 4th
 - Ticket prices on this day will reflect what they were in 1977.
- o 1980's Theme Thursday, February 1st
 - Ticket prices on this day will reflect what they were in 1987.
- o 1990's Theme Thursday, March 1st
 - Ticket prices on this day will reflect what they were in 1997.
- Trivia nights in Last Run Lounge featuring some questions about Blue Mountain's history.

Details on these events and exclusive ticket pricing opportunities will be released on the Resort's website at **skibluemt.com** as well as on social media and through email. Guests are encouraged to check back regularly, follow the Resort on Facebook, Instagram, and Twitter and to sign up for exclusive emails highlighting deals, events, and more. Any media interested in covering this exciting milestone can contact **Melissa Yingling**, **Marketing Specialist**, via email at **myingling@skibluemt.com** or by phone at **484-523-3864**.

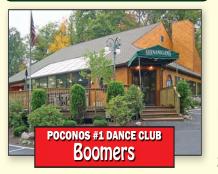
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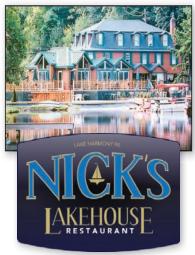
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JFBB Jack Frost and Big Boulder Park



the 17/18 winter season. In addition to the winter improvements, Camelback Resort is also adding a new Cyclone water slide to Camelbeach for summer 2018 & expanding the autumn after dark adventures with the new Monster Mountain, featuring Kartrite's Kurse Haunted House, Lights Out Zip Lines and Pennsylvania's only Monster Coaster. For more information, visit, http://www.camelbackresort.com.

ELK MOUNTAIN SKI RESORT Elk Mountain Ski Resort is a perfect retreat for groups. This season the resort has put together a "Midweek Group Special" that rewards groups with a free ski trip after booking two individual group trips. Groups consist of 20 or more skiers.

Offer is only available mid-week, non-holidays. Elk Mountain also offers grup races, pizza or cocktail parties, luncheon and dinner buffets, as well as picnics and take-out suppers. For more information, visit http://www.elkskier.com.

JFBB SKI AREAS (Jack Frost and Big Boulder), Blakeslee

Jack Frost and Big Boulder are nestled in the Pocono Mountains just

an hour from Philadelphia and two hours from New York City. The two mountains of Jack Frost and Big Boulder Park complement one another nicely and offer guests two experiences with one lift ticket. Jack Frost presents an out west vibe with glade skiing and riding. Big Boulder Park offers night skiing and riding, and for the more adventurous, offers a variety of terrain parks and features. JFBB is proud to be part of the Peak Resorts family. The new season ticket called the "Peak Pass" gives access to all seven Northeast Resorts for one price – Jack Frost, Big Boulder, Attitash, Crotched, Hunter, Mount Snow & Wildcat. Peak Resorts is proud to launch the "Peak

Discover Program", a new step by step



Elk Mountain Resort



Shawnee Mountain Resort

lesson product aimed at giving skiers the opportunity to "Learn, Practice, & Explore" at any Peak Resort in the Northeast. It offers three lesson packages complete with rental & helmet for one low price. JFBB & Peak Resorts has also expanded the Military

Discount Card Program offering all active duty, retired & honorably discharged members of the US Military who visit any Northeast Peak Resort a free Military Discount Card. This card entitles them to 40% off midweek/non-holiday lift tickets and 25% off weekend/holiday lift tickets. JFBB is known primarily for outstanding snow conditions and strives to be the first open and the last to close. For the 2017/2018 season, JFBB ski areas snow conditions are guaranteed. So, skiers not completely satisfied with their trail conditions, can simply return their ticket to Guest Services within one hour of purchase and receive a "Snow Check" good for the same lift ticket type and valid that season. For more information and special packages, visit,

https://www.jfbb.com/deals-packages/.

SHAWNEE MOUNTAIN RESORT, East Stroudsburg

Located in the Pocono Mountains, Shawnee Mountain Resort is an ideal beginner and family-friendly ski resort. This winter Shawnee Freestylers will have two new terrain parks to play in. The premier park is now located on the

Delaware Trail and will run from top to bottom with the addition of new snow features, innovative rails and a new Jib Plaza. And, to ensure there is ample snow, the resort has installed a new snowmaking pipe for the Country Club and Delaware Trails, as well as additional technological improvements to increase snowmaking capabilities all season long. Finally, guests utilizing rental equipment are in for a treat this season with upgraded inventory including over 500 sets of Elan skis, 200 Flow and Rossignol snowboards and 200 Giro helmets. For more information, visit, https://www.shawneemt.com.





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1/06/2018	Camelback Slalom 1	8:00 AM- 3:00PM	Camelback Mtn
1/06/2018	Camelback Slalom 2	8:00 AM- 3:00PM	Camelback Mtn
1/07/2018	Camelback GS 1	8:00 AM- 3:00PM	Camelback Mtn
1/07/2018	Camelback GS 2	8:00 AM- 3:00PM	Camelback Mtn
1/27/2018	Big Boulder Park Slopestyle #1	8:00 AM- 3:00PM	Boulder Park
1/28/2018	Big Boulder Park Rail Jam #1	8:00 AM- 3:00PM	Boulder Park
2/03/2018	Blue Mt SkierBoarderCross # 1	7:00 AM - 4:00	Blue Mountain
2/04/2018	Blue Mt SkierBoarderCross # 2	7:00 AM - 4:00	Blue Mountain
2/10/2018	Mtn Creek Rail Jam #2	8:00 AM- 3:00PM	Mountain Creek
2/10/2018	Mtn Creek Slopestyle #2	8:00 AM- 3:00PM	Mountain Creek
2/11/2018	Mtn Creek Skier/BoarderCross #3	7:00 AM - 3:00PM	Mountain Creek
2/17/2018	Roundtop Slalom #3	8:00 AM- 3:00PM	Roundtop Mtn
2/17/2018	Roundtop Slalom #4	8:00 AM- 3:00PM	Roundtop Mtn
2/18/2018	Roundtop GS #3	8:00 AM- 3:00PM	Roundtop Mtn
2/18/2018	Roundtop GS #4	8:00 AM- 3:00PM	Roundtop Mtn
2/24/2018	Big Boulder Pk Skier/Brdercross#4	7:00 AM - 3:00PM	Boulder Park
2/25/2018	Big Boulder Pk Skier/Brdercross#5	7:00 AM - 3:00PM	Boulder Park
3/03/2018	Blue Mt Slopestyle	8:00 AM- 3:00PM	Blue Mountain
3/03/2018	Blue Mt Rail Jam	8:00 AM- 3:00PM	Blue Mountain



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GET YOUR SNOWPASS TODAY!

Fourth and Fifth Graders Ski & Ride for FREE in Pennsylvania! A Healthy Winter Activity for Families to Enjoy Together

White Haven, PA - Fourth and fifth graders who want to ski or snowboard are fortunate especially if they live in or near Pennsylvania. For the fourteenth year, the Pennsylvania Ski Areas Association (PSAA) is making skiing or snowboarding free through their Snowpass program for youths in those two grade levels.

The Snowpass allows fourth and fifth graders to hit the slopes free, up to three times at each participating resort, when accompanied by a paying adult. Additionally, fourth and fifth graders can take advantage of a beginner lift, lesson, and rental package free and 50% off a beginner lift, lesson and rental package for the accompanying adult.

"We have found that fourth and fifth graders are at the ideal age to learn a new sport with ease and to excel rapidly," said PSAA Executive Director Linda Irvin. Through the Snowpass Program an on-mountain experience, students can see the lessons of their 4th & 5th grade science studies in action (such as water resources at work, geology structure, and the physics of lift mechanics)."

Skiing and snowboarding offers families the opportunity to exercise outside together during the winter months. A ninety pound youth can burn between two and three hundred calories per hour skiing and / or snowboarding depending on their activity level. Skiing and snowboarding are listed among the activities included in the President's Challenge organized by the President's Council on Fitness, Sports and Nutrition. Children and adults can earn points toward a Presidential Active Lifestyle Award by skiing and snowboarding. Nineteen ski/snowboard resorts across Pennsylvania belong to the Snowpass program.

The Snowpass is not restricted to residents of Pennsylvania. Any fourth or fifth grade student can participate by completing a simple application and providing a report card or other document verifying they are currently in the fourth or fifth grade. A photo of the student is also required. You can apply online at www.skipa.com or download an application and apply by mail. There is a nominal administration/ processing fee of \$35 prior to December 1 and \$40 after. Quantities are limited. Snowpasses are issued on a first come, first serve basis. Details of the program including rules and black-out dates can be found on the website www.skipa.com. The site lists all resorts in Pennsylvania and answers most frequently asked questions.

For additional information contact:

Linda Irvin, PSAA Executive Director 570-443-0963 or linda@skipa.com

Where can a 4th or 5th grader Ski for Free? Any PA Ski Resort below.

Bear Creek Mountain Resort: Check Blackout Dates and Restrictions 101 Doe Mountain Ln-Macungie, PA 18062 **(610) 682-7100**

Big Boulder: Check Blackout Dates and Restrictions PO Box 707 - Blakeslee, PA 18610 - **(570)** 443-8425

Blue Knob Resort: Check Blackout Dates and Restrictions
PO Box 247 - Claysburg, PA 16625 (800) 458-3403 - Snow (800) 622-3045

Blue Mountain Resort: Check Blackout Dates and Restrictions 1660 Blue Mountain Dr, Palmerton, Pennsylvania 18071 (610) 826-7700 - Snow (877) SKI-BLUE Camelback Mountain Resort: Check Blackout Dates and Restrictions

PO Box 168 - One Camelback Road - Tannersville, PA 18372 (570) 629-1661

Elk Mountain: Check Blackout Dates and Restrictions

RR #2, Box 3328 -Union Dale, PA 18470

(570) 679-4400 - Snow (800) 233-4131.

Hidden Valley: Check Blackout Dates and Restrictions 1 Craighead Dr - Hidden Valley, PA 15502 - **814-443-8000**

Jack Frost Mountain: Check Blackout Dates and Restrictions PO Box 707 - Blakeslee, PA 18610 - (570) 443-8425

Laurel Mountain: Check Blackout Dates and Restrictions

Laurel Mountain - 347 Summit Ski Road - Boswell, PA 15531

Liberty Mountain: Check Blackout Dates and Restrictions

PO Box SKI- Carroll Valley, PA 17320(717) 642-8282 - Snow (717) 642-9000

Montage Mountain: Check Blackout Dates and Restrictions

1000 Montage Mountain Road, Scranton, PA 18505 - (855) SKI-SWIM

Nemacolin Woodlands: Check Blackout Dates and Restrictions

Mystic Mountain -1001 Lafayette Dr - Farmington, PA 15437 -

(800) 422-2736 Snow (724) 329-8555

Roundtop Mountain Resort: Check Blackout Dates and Restrictions

925 Roundtop Rd - Lewisberry, PA 17339 -

(717) 432-9631 Snow (717) 432-7000

Seven Springs Mt. Resort: Check Blackout Dates and Restrictions

777 Waterwheel Dr - Champion, PA 15622

(800) 452-2223 (US) - Snow (800) 352-7777

Shawnee Mountain: Check Blackout Dates and Restrictions

401 Hollow Road - East Stroudsburg, PA 18301

(570) 421-7231 - Lodging 888 VILLA4U - Snow (800) 233-4218

Ski Big Bear: Check Blackout Dates and Restrictions

196 Karl Hope Blvd. - Lackawaxen PA 18435 -

(570) 685-1400

Ski Sawmill Family Resort: Check Blackout Dates and Restrictions

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Tussey Mountain: Check Blackout Dates and Restrictions

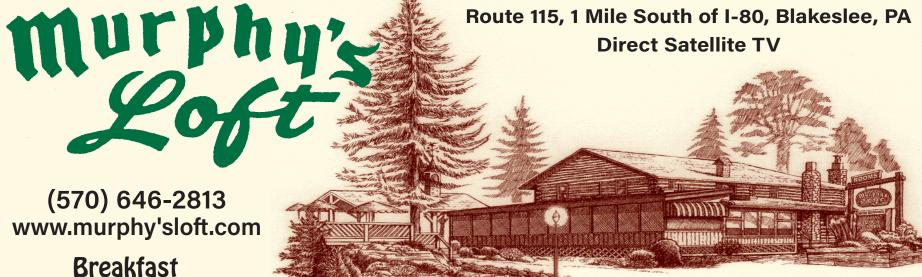
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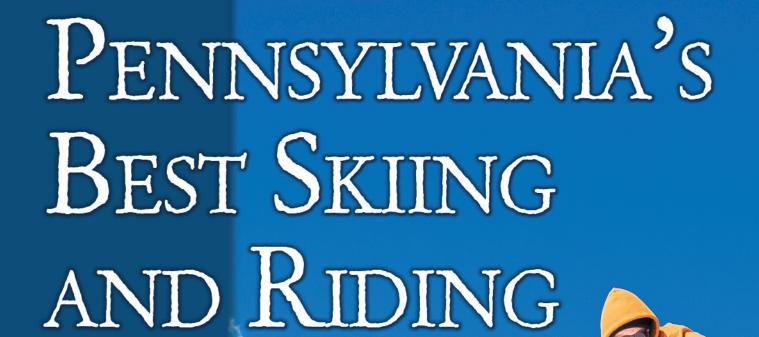




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