



Ski & Snowboard Season Is Here!

**What's New on Eastern PA Slopes
for 2019- 2020 Ski Season**

**Blue Mountain Quickly Becoming
A Leading Four-Season Resort**

**Shiffrin Adds 41st World Cup Slalom Win
at Levi, Finland**

**Mikaela Shiffrin Dominates
Killington Slalom**

**SkiPA Offers Incentive
for Families to Hit Slopes with
2019/2020 Snowpass Program**

**Blue Mountain
Resort Palmerton, PA**



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What's New At Eastern PA's Ski Resorts for 2019-20 Season



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Bear Creek Mountain Resort

White Haven, PA – November 2019 -- The days are getting shorter and many resorts across PA have already started making snow. That means just one thing. It's time to get the skis waxed and ready for the start of the 2019/2020 ski and snowboard season. The Pennsylvania Ski Area Resorts have been busy improving their offerings both on and off the slopes. This year the resorts have made big investments to their snowmaking systems and grooming fleets, with the goal of offering earlier openings, more skiable terrain, enhanced snow coverage and a later season. New bars, trail offerings and upgrades to snow tubing parks and facilities have been added. And, new rental equipment inventory will make it even easier to find the latest gear this season. Finally, multi-resort ski passes, online ski perks and special packages will make it convenient and affordable to visit the Pennsylvania Ski Resorts this winter.

Following are some highlights of what's new on the Pennsylvania slopes for the 2019/2020 season from the Pennsylvania Ski Areas Association:

IN THE EAST

Bear Creek Mountain Resort Lehigh Valley, Nestled on over 330 wooded acres in scenic Berks County, Pennsylvania, Bear Creek Mountain Resort is a four-season destination resort just a short drive from Philadelphia, New York, D.C. and Baltimore. The resort features 21 trails on 86 acres of skiable terrain with something for every level of skier or rider, from an expanded beginner area complete with a carpet lift and chair to Sasquatch, the most challenging black diamond trail with a 50% slope. This season ski and snowboard enthusiasts can look forward to even more slope time than before with a robust snowmaking system and a deeply discounted season pass. The new Loyalty Pass will be the only pass available at Bear Creek this year. It is an unlimited season pass available for \$369 through November 30 and \$399 on December 1, down from \$500 last season. For more information, visit, <http://www.bcmountainresort.com>.

Blue Mountain Resort, Palmerton is a mecca for winter family fun. Just



Blue Mountain Resort, Palmerton

a short drive from Philadelphia and New York, it features 40 trails for skiing and snowboarding including the state's highest vertical, the longest runs and most varied terrain for every skill level. Blue Mountain also boasts 34 of the fastest snowtubing lanes in Pennsylvania. This season the resort has expanded its RFID Access and E-store to include its snowtubing

park, allowing for more family fun on slopes without waiting in line. Families can purchase snowtubing tickets for a specific session ahead online and then scan at the resort kiosks. There are now gates at the bottom of each lift and the resort has added Double Tubes, so families can slide together. Those avid skiers looking for a challenge, will be psyched to check out Blue Mountain's 40th trail. Appropriately named, "Coming Soon," it is an ungroomed trail that features seven skiable acres of exhilaration and escapades and is only open when there is enough natural snow. Other improvements slopeside, include a complete facelift for the Burma Lift. All 122 Burma Chairs have been freshly painted and feature new stainless-steel hardware. The resort has also invested in its grooming capabilities with the addition of a cutting-edge Pisten Bully 400 Park Groomer. Finally, Blue Mountain has introduced discount incentives for online purchases. Online guests will have the opportunity to receive

great discounts by buying in advance and especially during off peak times. With this new pricing model, skiers could score a lift ticket for as low as \$20. There are a limited number of online tickets for the lowest price, so buy early. For more information, visit, <https://www.skibluemt.com>.

Camelback Resort, Tannersville, Located just 90 minutes from NYC, Camelback offers the most skiing and snowboarding terrain in the Poconos, as well as the biggest snowtubing park in the U.S. with 42 lightning fast lanes. The resort is also 100% lighted for night skiing and features Galactic snow tubing. Skiers and boarders can look forward to enjoying the resort's 166 acres of skiable terrain



Camelback Mountain

What's New continued page 9

MAXI MISERS

3 Lift Tickets -- \$119

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Blue Mountain Quickly Becoming A Leading Four-Season Resort



Blue Mountain Resort Winter Summit Ski Lodge

Tricia Matsko | Director Sales & Marketing

RECENTLY NAMED one of Lehigh Valley's Top 10 Fastest Growing Companies, winner of the Who's Who in Business, and numerous other awards throughout the year, Blue Mountain Resort is quickly becoming a leading four-season resort in Eastern Pennsylvania. Known mainly as a premier ski and snowboard destination in Northeast Pennsylvania, Blue Mountain continues to add "green season" amenities that rival its winter business. Blue Mountain is home to 171 acres of skiable terrain and boasts the highest vertical drop in the state at 1,082 feet.

In addition to the 40 ski trails, 16 lifts and 34 tubing lanes, Blue Mountain maintains a full service mountain top restaurant, 27 lift access downhill mountain bike trails, there are three disc golf courses, four ropes courses, and three outdoor laser tag fields. The resort hosts weddings, corporate meetings, teambuilding and special events throughout the year, all which have helped shape Blue Mountain as a true four-season resort.

The vision began in the early 1960's when Ray Tuthill purchased more than 300 acres of land with dreams of opening a ski area. Fifteen years later the first five trails were opened to guests and the ski hill was named "Little Gap." In the early 1980s, Little Gap continued to expand, doubled its terrain and took on another investor, Bruce Ebert. In the late 80s "Little Gap Ski Area" was renamed "Blue



Blue Mountain Resort Premier Ski & Snowboard Destination

Mountain." In 2007, Tuthill passed away, and his daughter, Barbara Green stepped in as President and CEO. Under her leadership, the resort has invested over \$15 million to improve the slope side relaxation and dining experience. Three new lodges were built, one at the Summit and two in the Valley.

In conjunction with the lodges, Slopeside Pub & Grill, a new full-service indoor/outdoor restaurant was also built. As the recipient of multiple regional awards, including Happie Awards, Decadent Dish and Best Outdoor Dining, Slopeside Pub and Grill attracts visitors year round and is busy nearly every day of the week with daily specials, lunch and dinner menus and live entertainment

on the weekends, making it the second-largest segment of the business.

Blue Mountain Resort is conveniently located 90 minutes from both Philadelphia and New York City. The mountain typically attracts winter visitors from within a two- to three-hour radius and summer visitors from within one- to two-hour radius. The resort is 30 minutes from the Lehigh Valley, the third-largest city in Pennsylvania and the fastest-growing city in the Northeast. The event venues at Blue Mountain offer 100 mile views of the Pocono Mountains with both indoor and outdoor options available. Blue Mountain Resort updated their event rooms for corporate events and weddings accommodating up to 500 people and is able to offer complete packages for showers, rehearsals and cocktail parties.



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

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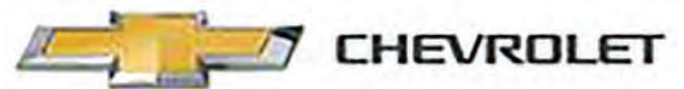
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Shiffrin Adds 41st World Cup Slalom Win



Mikaela Shiffrin won Saturday's FIS Ski World Cup Women's slalom in Levi Finland. (Getty Images/Agence Zoom - Christophe Pallot)



Shiffrin Adds a Reindeer To Her Herd; And A Record To The Books (Getty Images/Agence Zoom - Christophe Pallot)

By Tom Horrocks - November, 23 2019

It's not the records or the reindeer that get Mikaela Shiffrin excited about ski racing. Skiing fast and pushing herself, and her competitors to the next level, are how she measures her success. But adding her fourth reindeer to her herd, and a record 41st World Cup slalom victory is certainly something to smile about.

"I wasn't thinking about that at all today," Mikaela said of the overall World Cup slalom victory record. She was tied at 40 with the legendary Swede Ingemar Stenmark coming into Levi. "I was just trying to push it today."

Mikaela finished second in the first run to Slovakia's Petra Vlhova by a mere 0.13 seconds, who experienced a rough start to the season, finishing 14th in the season-opening giant slalom in Soelden. But in the second run, Mikaela absolutely uncorked a stellar performance, moving into the lead ahead of Switzerland's Wendy Holdener by 1.78 seconds. Out of the start, Petra added to her lead, but about 15 gates into her run, she caught an edge, high-sided and was tossed off the course. She DNF'd, but she is skied away and is OK.

"I was thinking of the second run as it was a different race," Mikaela said. "It doesn't really help if I say 'I have to make up 14 hundredths, or I have to do this or that.' I just had to go for it! Ski fast and ski well, and that's what I was thinking about in the second run. Not thinking about Petra...or Wendy, and just go for it and see what happens." Between her performance today and her second place at Soelden, this is the best start Mikaela has had to the year since the 2016 season.

"I feel a little bit lucky with this win because Petra skied out, but I also feel good with my skiing, so I'm happy today," Mikaela said, adding that Petra "is skiing really well. I was super impressed with her strength physically, but mentally too. That was tough, but she'll be back."

Mikaela's Land Rover U.S. Alpine Ski Team teammate Paul Moltzan picked up her first World Cup points of the season, finishing 20th after an acrobatic first run, with a few impressive recoveries. Nina O'Brien also started for the U.S. Team, skiing a strong and solid top section on the top of the first run, but she got low and nearly skied out.

Mikaela's previous three reindeer are named Rudolph (2013), Sven (2016) and Mr. Gru (2018). She has yet to name her fourth reindeer, but notes that it will be "sentimental" and she will announce it on her social media soon. So stay tuned!

Up next, the women travel to Vermont for next week's HomeLight Killington Cup with

giant slalom and slalom events. "The season has started in both GS and slalom, and I feel good with both events, so now we're rolling and it's a nice place to be," Mikaela said. "I'm on track...and I know what I have to do. So this is like a dry run for the rest of the season and Killington, and now I can just go back (to Killington) and enjoy that."

AUDI FIS SKI WORLD CUP 2019/20 LEVI, (FINLAND) LADIES' SLALOM

	NSA	Run 1 Time/Rank	Run 2 Time/Rank	Total	Diff.
SHIFFRIN Mikaela	USA	58.78 (2)	58.79 (1)	1:57.57	
HOLDENER Wendy	SUI	1:00.20 (6)	59.15 (2)	1:59.35	1.78
TRUPPE Katharina	AUT	59.64 (3)	59.87 (3)	1:59.51	1.94
SWENN LARSSON Anna	SWE	59.96 (4)	1:00.02 (5)	1:59.98	2.41
HAVER-LOESETH Nina	NOR	1:00.11 (5)	59.97 (4)	2:00.08	2.51
GISIN Michelle	SUI	1:00.66 (9)	1:00.08 (6)	2:00.74	3.17
LIENSBERGER Katharina	AUT	1:00.34 (8)	1:00.47 (12)	2:00.81	3.24
HUBER Katharina	AUT	1:00.30 (7)	1:00.67 (17)	2:00.97	3.40
DUBOVSKA Martina	CZE	1:00.76 (10)	1:00.48 (13)	2:01.24	3.67
DUERR Lena	GER	1:01.16 (11)	1:00.14 (8)	2:01.30	3.73
WIKSTROEM Emelie	SWE	1:01.22 (12)	1:00.10 (7)	2:01.32	3.75
HOLTMANN Mina Fuerst	NOR	1:01.32 (15)	1:00.35 (10)	2:01.67	4.10
HECTOR Sara	SWE	1:01.34 (16)	1:00.48 (13)	2:01.82	4.25
GRITSCH Franziska	AUT	1:01.52 (19)	1:00.41 (11)	2:01.93	4.36
GALLHUBER Katharina	AUT	1:01.85 (27)	1:00.18 (9)	2:02.03	4.46
ACKERMANN Christina	GER	1:01.28 (13)	1:00.92 (23)	2:02.20	4.63
SKJOELD Maren	NOR	1:01.71 (24)	1:00.50 (15)	2:02.21	4.64
DANIOTH Aline	SUI	1:01.47 (18)	1:00.76 (20)	2:02.23	4.66
ALPHAND Estelle	SWE	1:01.53 (20)	1:00.73 (18)	2:02.26	4.69
MOLTZAN Paula	USA	1:01.61 (21)	1:00.75 (19)	2:02.36	4.79



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 RESORT
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Elk Mountain Resort



JFBB Jack Frost and Big Boulder Park

What's New on East PA Slopes continued from page 3

even longer this season with more snowmaking power than ever before. Camelback has invested \$1.7 million this winter into the purchase of 377 brand new HKD snow guns including 1 Halo Fan, 196 tower guns and 94 Vipers. This is the largest improvement and investment on the mountain in the resort's history. Camelback has also added a new state-of-the-art Pisten Bully 400 Snowcat to its grooming fleet, to allow for smoother slope conditions. Learn more at www.skicamelback.com.

Elk Mountain Ski Resort, Union Dale, Situated in the beautiful Endless Mountains, Elk Mountain offers 180 skiable acres with 27 trails ranging from green to blue to black diamond, featuring a trail for every skill level. It's a favorite resort for those skiers looking for challenging terrain. The resort is committed to maintaining the beauty of the natural landscape of the Endless Mountains and has a tree planting program that dates back to the late 1970's. This season Elk planted 600 plus trees to its upper Tunkhannock and Lackawanna trails, not only do these White and Norway Spruce trees function as a wind break for the ride on the chairlifts, but they also add to the aesthetic appeal of the slopes. The resort takes its snowmaking and grooming seriously and added another snowmaking pond enhancing the efficiency of its powerful snowmaking capabilities. The Winter Garden Restaurant also has some enhancements this season including a facelift to the ladies' restroom and new windows. For more information, visit <http://www.elkskier.com>.

JFBB Ski Areas (Jack Frost and Big Boulder), Blakeslee Jack Frost and Big Boulder are located in the Pocono Mountains and just a few hours from New York City and only an hour or so from Philly. The mountains complement

another nicely. Jack Frost provides a variety of inviting terrain with 20 trails and Big Boulder devotes 50% of its terrain to park features, boasting the most progressive and innovative terrain park system in the Poconos. The big news at JFBB is that it is now part of the Vail Resorts family of resorts. For the winter of 2020, all Vail resorts Epic Pass holders will have full access to JFBB, and JFBB guests can purchase the Epic Pass or upgrade their already purchased Peak Pass at epicpass.com. The Epic Pass offers pass holders access to 37 resorts



Shawnee Mountain Resort

across the US, Canada & Australia, and many other resort partners across the globe. For more information, visit, <https://www.jfbb.com>.

Montage Mountain Resort, Scranton Montage Mountain Resort is home to easy-going beginner terrain, great steeps and some of the best trail diversity in the Mid-Atlantic. There are 26 trails ranging from beginner to expert on over 140 acres. The resort also features a 10-lane tubing park with LED lighting for nighttime fun and an innovative Terrain Park. Montage is kicking off the 2019/2020 season with a Lift Ticket 3-Pack special. Skiers can purchase three lift tickets for any age for \$129 or \$199 with rentals through November 24, 2019. Pricing is up to a \$107 savings. Starting November 25, the 3-Pack special is \$179 or \$249 with rentals. Best of all there are no black-out dates. Families can ski on weekdays, weekends and even holidays with this offer. No refunds provided. For more information, visit, <https://www.montagemountainresorts.com>.

Shawnee Mountain Resort, East Stroudsburg, Located in the Pocono Mountains, Shawnee Mountain Resort is an ideal beginner and family-friendly ski resort. The big news this season is the expansion of its grooming fleet and the addition of a new 4000-ft state-of-the-art Snowcat Service Building. Adding to its already impressive grooming capabilities, Shawnee Mountain has purchased a new Pisten Bully 400 Free Grooming Machine for the coming ski season. And the Snowcat Service Building will maintain Shawnee Mountain's commitment to the best grooming in the Poconos. All Shawnee's 23 trails, 2 terrain parks and the Pocono Plunge Snow Tubing Park are groomed nightly throughout the winter season. Additionally, as part of a multi-

year, multi-million-dollar snowmaking upgrade project, the snowmaking system on the popular Lookout Trail and on the challenging Chief Thundercloud Trail is now fully automated with computerized controls. Snowmaking covers 100% of all Shawnee's 125 acres of skiable terrain of which 85% is now fully automated. Additionally, guests interested in checking out rental equipment this season can gear-up in style with an upgraded inventory including 500 pairs of Elan skis, 220 pairs of Alpina ski boots, 65 Rossignol snowboards, 235 pairs of Elan snowboard boots and 220 adjustable Atomic and Giro helmets. The Shawnee Mountain Rental Shop is one of the largest in the U.S., able to outfit over 4000 skiers/riders daily. For more information, visit, <https://www.shawneemt.com>.

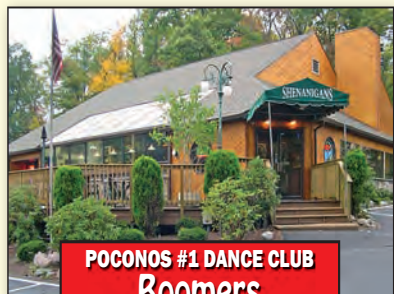
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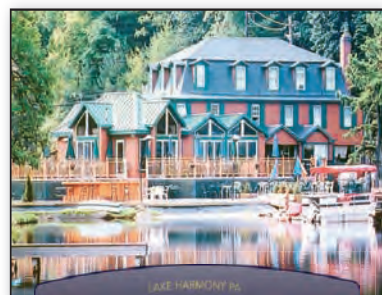
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2020 Mid-Atlantic Series Schedule

Online registration will open on December 1, 2019 - USASA.org

- Jan 4, 2020 - Big Boulder Park Slopestyle # 1 & Rail Jam # 1
- Jan 5, 2020 - Big Boulder Park Slopestyle # 2
- Jan 11, 2020 - Camelback Slalom # 1 & # 2
- Jan 12, 2020 - Camelback Giant Slalom # 1 & # 2
- Jan 25, 2020 - Mountain Creek Slopestyle # 3 & Rail Jam # 2
- Feb 1, 2020 - Blue Mountain Skier/Boardercross # 1 & # 2
- Feb 2, 2020 - Blue Mountain Skier/Boardercross # 3 & # 4
- Feb 8, 2020 - Roundtop Slalom # 3 & # 4
- Feb 9, 2020 - Roundtop Giant Slalom # 3 & # 4
- Feb 23, 2020 - Camelback Slopestyle # 4 & Rail Jam # 3

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Mikaela Shiffrin Dominates Killington Slalom



Mikaela Shiffrin wins Killington in a more aggressive second run. (Getty Images)



Mikaela celebrates with her "Nana" after her slalom win in Killington in 2016. Photo by (Reese Brown)

By Megan Harrod - December 1, 2019

KILLINGTON, VT Slalom Win #42 World Cup victory number 62 tasted pretty sweet for Mikaela Shiffrin after she put forth a commanding performance at the HomeLight Killington Cup Sunday in front of 11,000 fans. She won the first run by 1.13 seconds and extended her victory margin to a massive 2.29 seconds on a scrappy second run. With this victory, Mikaela continues onward with the strongest start she's had to a season in years.

The other women couldn't seem to figure out the surface today, and typical rival Petra Vlhova of Slovakia was second at Killington for the third time in her career, while Sweden's Anne Swenn Larsson rounded out the podium in third.

Coming into Sunday, Mikaela was a bit nervous, but she was trying to stay focused on the task at hand. Perhaps, even, her grandmother - or "Nana" - was on her mind. Four years ago, Nana came to watch Mikaela ski at Killington for the first time ever, and she saw Mikaela win on home soil. It was a special visit with family, and nana even came up to the podium for the picture. Those memories are sweet for Mikaela, who got emotional during the post-race victory press conference speaking of her grandmother.

"Nana has been on my mind every race I've ever skied," Mikaela said, teary-eyed. "I didn't want to feel like I was racing for Nana today, but in a way I'm always racing for her. She was such a big supporter and my biggest inspiration. I feel like honoring Nana is continuing to enjoy ski racing because I know that's what Nana would want. Joy, kindness, and gratitude were important to her. I try to embody those characteristics the best I can. Right now I'm just trying to remember her the best way I can, because she was an angel who walked this earth." Today Mikaela celebrated on the podium, once again with family - her ski family and her actual family, though there was a big void without Nana's presence and a warm smile.

"I actually ended up going with the same set-up in the second run as I did in the first run," Mikaela reflected, "and it's my normal set-up that feels the best in everything. In these conditions, it's tough because there were spots that were breaking and also some spots that were pretty slick. So to be able to have a ski set-up that's smooth in the snow that's rough and has enough grip in the snow that's icy is not easy. I really thought I was out of the course a couple of times. It was just fighting all of the way down. I really didn't think it was going to be fast. There were a lot of times on the course where I felt like I was on the limit."

Mikaela came out knowing that she had the best equipment on the mountain for these rough conditions, which she felt like was an advantage. Coming to the finish fighting, feels sweeter to Mikaela when she sees the green light. And, boy, did she see a green light. A 2.29-second margin is almost unheard of in a sport that's decided in hundredths.

With Sunday's record-setting 42nd-slalom victory, Mikaela walks away from Killington as commanding owner of the leader bib, and she also tied Austrian alpine skier Annemarie Moser-Pröll, in fourth on the all-time World Cup victory list. Now, only Ingemar Stenmark (86 victories), Lindsey Vonn (82) and Marcel Hirscher (67) have more wins.

"The record's keep going, don't they?" Mikaela laughed. "It's different from what Ingemar was able to do, or what Annemarie was able to do - to me, with these amazing racers, their

records will last forever. It's a different generation, with different events. But the records are also a symbol of the work that I do and the work that my team does...the way that we all work together - it's like a family and we're just doing the best we can every day. When it pays off, it shows in these records, and making history like that is special, for sure. I hate to think that there are legend ski racers out there thinking their records are gone, and they will be forgotten. No one is ever going to forget Ingemar, or any of these legends, for that matter."

Paula Moltzan, who has been struggling with some nagging back pain "skier's back" went out today with the mindset that it was just two minutes...all she needed to do was be strong for two minutes. In what was an incredible run, Paula had top-10 speed before she sat back a little and got launched by the aggressive, responsive snow, sliding down the pitch and hitting the net. Thankfully, she got up and skied down and is OK. Teammate Nina O'Brien was also having a blazing run before she got into trouble on the bottom pitch and DNFD. Birthday girl Katie Hensien skied a fast top split but ended up DNFDing. Keely Cashman and Foreste Peterson also started but did not qualify for a second run.

Total crowd size for Sunday was 11,000, bringing the weekend total to 36,500 fans - there were also 6,000 on Friday and 19,500 on Saturday. Saturday's crowd was the largest single-day crowd the Killington Cup has had to date.

Next up for women is the first speed series of the season, in Lake Louise, Canada. Jackie Wiles and Alice McKennis will make their return to competition after a year of being sidelined with injury, and Mikaela plans to ski in all three events - two downhill and a super-G - up in Lake Louise. "Let's get this party started!" Mikaela said. "I hope everyone's watching again this year because I'm having a lot of fun and I hope it's fun to watch. Right now I'm having the time of my life, and I hope you are too."

AUDI FIS SKI WORLD CUP 2019/20

Killington (USA) LADIES' SLALOM OFFICIAL RESULTS

	Nation	1st Run Time/Rank	2ndRun Time/Rank	Total	Diff.
SHIFFRIN Mikaela	USA	51.98 (1)	58.47 (4)	1:50.45	0.00
VLHOVA Petra	SVK	53.11 (2)	59.63 (18)	1:52.74	2.29
SWENN LARSSON Anna	SWE	54.80 (9)	58.38 (3)	1:53.18	2.73
ACKERMANN Christina	GER	54.65 (6)	58.88 (7)	1:53.53	3.08
HAYER-LOESETH Nina	NOR	55.97 (17)	57.89 (1)	1:53.86	3.41
LIENSBERGER Katharina	AUT	54.01 (4)	1:00.17(23)	1:54.18	3.73
REMME Roni	CAN	55.14 (10)	59.19 (12)	1:54.33	3.88
GALLHUBER Katharina	AUT	54.37 (5)	1:00.23(24)	1:54.60	4.15
GISIN Michelle	SUI	54.75 (7)	59.98 (21)	1:54.73	4.28
CURTONI Irene	ITA	55.77 (15)	59.08 (8)	1:54.85	4.40



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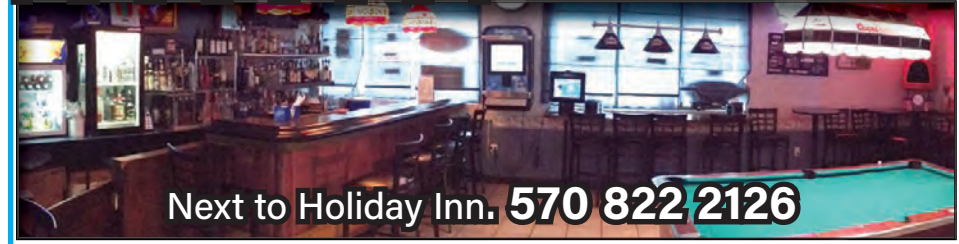
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Vail Resorts Close on Its Acquisition of Peak Resorts; Adds 17 U.S. Ski Areas



Jack Frost and Big Boulder among the Ski Resorts acquired



Round Top Mountain Resort among the Ski Resorts acquired

NEWS PROVIDED BY Vail Resorts, Inc.

BROOMFIELD, Colo., Sept. 24, 2019 /PRNewswire/ -- Vail Resorts, Inc. (NYSE: MTN) today announced that the Company has closed on its acquisition of Peak Resorts, Inc. (NASDAQ: SKIS) for a purchase price of \$11.00 per share. With this acquisition, Vail Resorts has added 17 U.S. ski areas to its network of world-class resorts, bringing its total number of owned and operated resorts to 37 worldwide.

The 17 new resorts are located in the Northeast, Mid-Atlantic and Midwest, near major metropolitan areas including New York, Boston, Washington, D.C., Baltimore, Philadelphia, Cleveland, Columbus, St. Louis, Kansas City and Louisville.

"We are thrilled that with this acquisition, skiers and riders living in and around some of the biggest cities in the country will now have access to both ski close to home and at renowned mountain resorts around the world – with just one pass," said Rob Katz, chairman and chief executive officer of Vail Resorts. "We are excited to welcome each of these ski areas into the Vail Resorts family and to continue to invest in what makes them unique."

The new resorts in the Northeast are: Mount Snow in Vermont; Hunter Mountain in New York; and Attitash Mountain Resort, Wildcat Mountain and Crotched Mountain in New Hampshire. They join the Company's existing Northeast resorts – Stowe Mountain Resort and Okemo Mountain Resort in Vermont, and Mount Sunapee Resort in New Hampshire – and together will provide skiers and riders incredible variety and choice in the region.

In the Mid-Atlantic, the acquired resorts are: Liberty Mountain Resort, Roundtop Mountain Resort, Whitetail Resort, Jack Frost and Big Boulder in Pennsylvania.

In the Midwest, the new resorts are: Alpine Valley, Boston Mills, Brandywine and Mad River Mountain in Ohio; Hidden Valley and Snow Creek in Missouri; and Paoli Peaks in Indiana. They join the Company's other Urban resorts in the Midwest which draw guests from Chicago, Detroit and Minneapolis. Those resorts are: Wilmot Mountain in Wisconsin; Mt. Brighton in Michigan; and Afton Alps in Minnesota.

The 2019-20 Epic Pass, Epic Local Pass, Epic Australia Pass and Military Epic Pass

now include unlimited and unrestricted access to each of the 17 ski areas, in addition to the access provided to some of the world's most well-known resorts including Vail, Whistler Blackcomb, Park City and Breckenridge. Guests with an Epic Day Pass are also able to access these 17 ski areas as a part of the total number of days purchased. For the 2019-20 season, Vail Resorts will honor all Peak Resorts pass products and continue to sell them through the fall. Current Peak Resorts' pass holders now have the option to upgrade to an Epic Pass or Epic Local Pass.

Following today's closing, Vail Resorts plans to invest approximately \$15 million over the next two years in one-time capital spending to elevate the guest experience at these resorts. Additionally, the Company's annual ongoing capital expenditures are expected to increase by approximately \$10 million to support the addition of the new ski areas.

Peak's common stock will be delisted from the Nasdaq Global Select Market effective as of the close of trading on September 24, 2019.

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts, Inc., through its subsidiaries, is the leading global mountain resort operator. Vail Resorts' subsidiaries operate 37 world-class mountain resorts and urban ski areas, including Vail, Beaver Creek, Breckenridge, Keystone and Crested Butte in Colorado; Park City in Utah; Heavenly, Northstar and Kirkwood in the Lake Tahoe area of California and Nevada; Whistler Blackcomb in British Columbia, Canada; Perisher, Falls Creek and Hotham in Australia; Stowe, Mount Snow, Okemo in Vermont; Hunter Mountain in New York; Mount Sunapee, Attitash, Wildcat and Crotched in New Hampshire; Stevens Pass in Washington; Liberty, Roundtop, Whitetail, Jack Frost and Big Boulder in Pennsylvania; Alpine Valley, Boston Mills, Brandywine and Mad River in Ohio; Hidden Valley and Snow Creek in Missouri; Wilmot in Wisconsin; Afton Alps in Minnesota; Mt. Brighton in Michigan; and Paoli Peaks in Indiana. Vail Resorts owns and/or manages a collection of casually elegant hotels under the RockResorts brand, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Development Company is the real estate planning and development subsidiary of Vail Resorts, Inc. Vail Resorts is a publicly held company traded on the New York Stock Exchange (NYSE: MTN). The Vail Resorts company website is www.vailresorts.com and consumer website is www.snow.com.



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SkiPA Offers Incentive for Families to Hit Slopes with 2019/2020 Snowpass Program

Fourth and Fifth Graders Ski & Ride for FREE in PA & Have a Chance to Win FREE Gilson Skis and Boards

White Haven, PA – November 2019 – The Pennsylvania Ski Areas Association (SkiPA) wants to make it easy and fun for families to learn a new sport and stay active this winter. The Laurel Mountain program provides every fourth and fifth grader the opportunity to ski or snowboard for free, up to three times at 21 participating Pennsylvania area ski resorts, when accompanied by a paying adult.

Now is the perfect time for families who are not already skiing to learn a new sport with some cool added incentives for fourth and fifth graders. In celebration of the sixteenth anniversary of the Snowpass program, SkiPA has partnered with SHEETZ and Gilson to give away over 100 FREE skis and snowboards. The first 60 skiers and 60 snowboarders to reach five days on the mountain with their Snowpass will win a FREE Special Edition pair of Gilson Youth Skis or Gilson Snowboards. There is no need to enter, the Snowpass automatically counts the visits and winners will be posted here on the SkiPA web site.

The Snowpass contains (1) FREE Learn to Ski/Board package, which includes beginner lift ticket, lesson and equipment rental with a paying adult. And, also comes with 50% off one adult Learn to Ski/Snowboard package to the resort of choice. The program 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 and \$40 December 1, 2019 or after. Quantities are limited. Snowpasses are issued on a first come, first serve basis. Details of the program including rules and blackout dates can be found on the SkiPA web site.

Skiing and snowboarding provide 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. Twenty-one ski/snowboard resorts across Pennsylvania belong to the Snowpass program.

The Snowpass can be used at the following Pennsylvania ski area resorts:

Bear Creek Mountain Resort, Macungie
Big Boulder Resort, Blakeslee
Blue Knob Resort, Claysburg
Blue Mountain Resort, Palmerton
Camelback Mountain Resort, Tannersville
Elk Mountain, Union Dale
Hidden Valley Resort, Hidden Valley
Jack Frost Mountain, Blakeslee



Laurel Mountain, Ligonier
Liberty Mountain Resort, Carroll Valley
Montage Mountain, Scranton
Mount Pleasant, Cambridge Springs
Mystic Mountain, Farmington
Roundtop Mountain Resort, Lewisberry
Seven Springs Mountain Resort, Seven Springs
Shawnee Mountain, East Stroudsburg
Ski Big Bear, Lackawaxen
Ski Sawmill Family Resort, Morris
Spring Mountain, Spring Mount
Tussey Mountain, Boalsburg
Whitetail Resort, Mercersburg

For more information on the Pennsylvania Ski Areas Association visit www.SkiPA.com.

To find out more about the Gilson Giveaway, visit, <https://www.skipa.com/kids/4th5th-grade-snowpass/how-to-win-a-gilson-ski-or-snowboard>. To stay up-to-date on the latest news and special promotions, find us on Facebook and Twitter @GoSkiPA

About Pennsylvania Ski Areas Association (SkiPA)

The Pennsylvania Ski Areas Association (PSAA), consisting of member ski areas statewide, is a non-profit association that was developed to promote and serve the Pennsylvania Ski Industry. PSAA works to encourage participation and enjoyment of skiing, snowboarding, tubing, and cross-country skiing in Pennsylvania.



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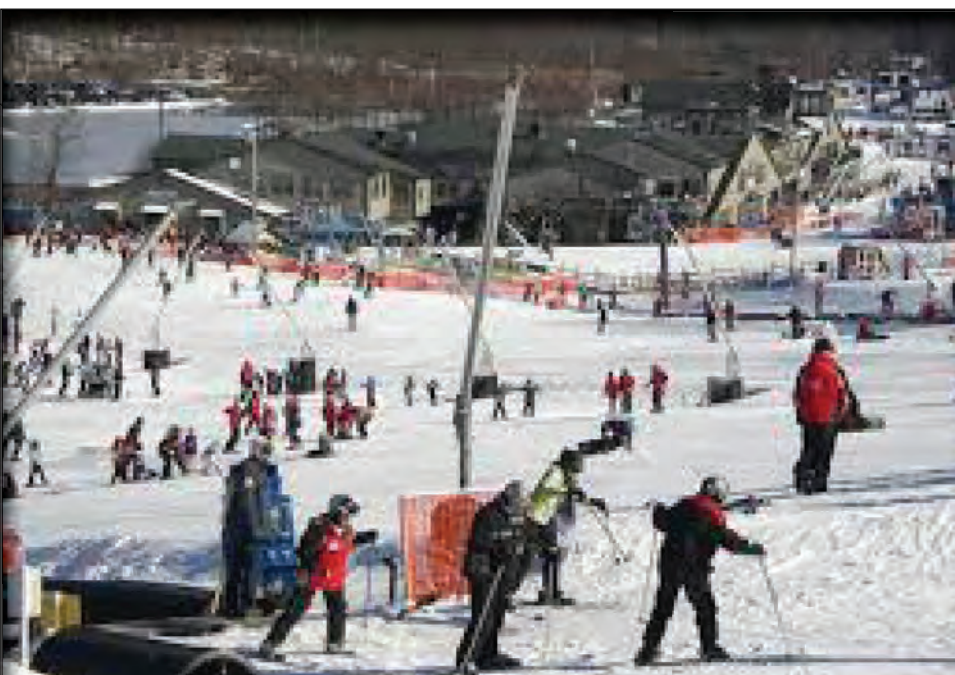
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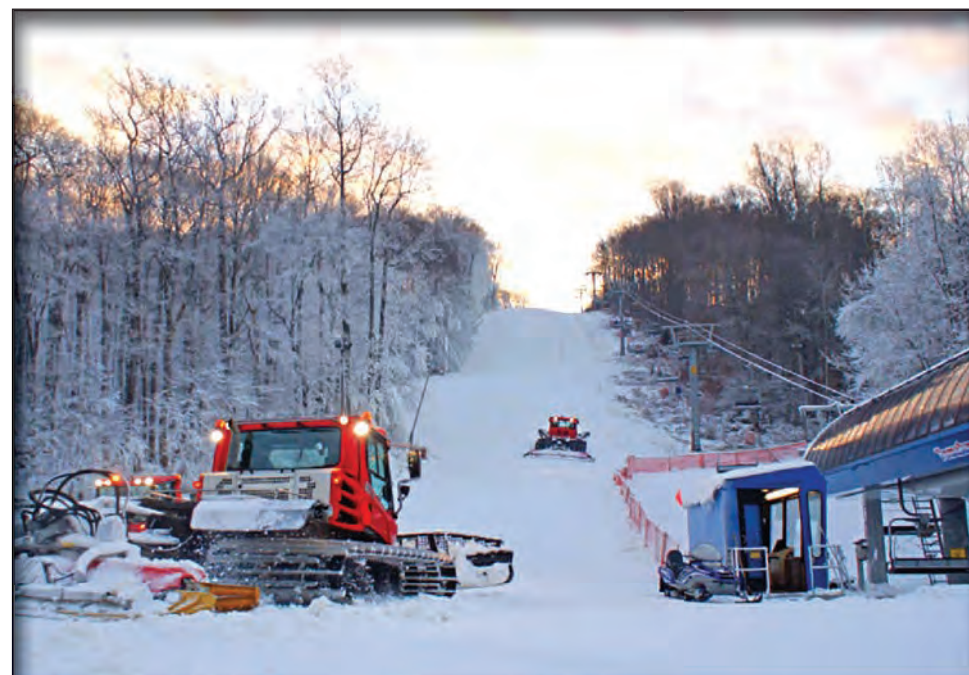
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Shawnee Grooming & Snowmaking Highlight Improvements 2019-20



Skiers and Snowboarders swarm the slopes at Shawnee Mountain



Shawnee Mountain Grooming Fleet Expands

Shawnee-on- Delaware, PA – Family and beginner friendly Shawnee Mountain is pleased to announce improvements over the summer season to enhance its ski and snowboarding facilities for winter snow sports.

Grooming Fleet Expands... Plus New 4000' Snowcat Service Center

Adding to its already impressive grooming capabilities, Shawnee Mountain has purchased a new Pisten Bully 400 Free Grooming Machine for the coming ski season. And construction is now complete on a new 4000' state of the art Snowcat Service Building to better Shawnee Mountain's commitment to the best grooming in the Poconos. All Shawnee's 23 trails, 2 terrain parks and the Pocono Plunge Snow Tubing Park are groomed nightly throughout the winter season.

Snowmaking Upgrades

As part of a multi-year, multi-million-dollar snowmaking upgrade project, the snowmaking system on the popular Lookout Trail and on the challenging Chief Thundercloud Trail is now fully automated with computerized controls. Snowmaking covers 100% of all Shawnee's 125 acres of skiable terrain of which 85% is now fully automated.

New Rental Equipment

Shawnee Mountain has purchased 500 pair of new Elan skis, 220 pair of new Alpina ski boots, 65 new Rossignol

snowboards, 235 pair of new Elan snowboard boots and 220 new adjustable Atomic and Giro helmets. The Shawnee Mountain Rental Shop one of the largest in the USA is able to outfit over 4000 skiers/riders daily.

Shawnee Mountain is well-known as being a beginner and family friendly ski area, welcoming all levels of skiers and riders. For early season hours and the latest snow conditions visit www.shawneemt.com. Shawnee Mountain is located in the Pocono Mountains of Pennsylvania just off Exit 309 on Interstate 80.



For general information, call 570-421-7231.

For lodging information, call 800-438-6493 (townhomes and villas), 800-SHAWNEE (Shawnee Inn), or 800-POCONOS (visitor's bureau).

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