

FOR IMMEDIATE RELEASE:

PENNSYLVANIA SKI AREAS ANNOUNCE
A FOURTH GRADE WINTER TREAT

White Haven, PA – September 11, 2003

It really pays to be a 9 year old in Pennsylvania this winter.

When snow blankets the ski trails, and dreams of skis or snowboards filter through young heads, Snow Sport resorts here in Pennsylvania are making 4th graders an offer they and their parents can't refuse. A ski or snowboarding lesson, rental equipment and a beginner lift ticket are free to all fourth graders at 21 member resorts of the Pennsylvania Ski Areas Association.

Association President, Gregg Confer, points out, "It's the perfect age to accelerate downhill skills. The excitement and enthusiasm among 9 and 10 year old boys and girls on the mountain is dramatic." He adds, "It's the point in life where they can really feel a solid commitment to a sport that will last a lifetime."

Beginning in October, the Pennsylvania Ski Areas Association will be launching a special program that offers a "4th Grade Snowpass." This fun-filled booklet contains a free learn to ski or snowboard package including a beginner lift ticket, rental equipment and lesson voucher. That's capped off with 3 lift tickets to each of the member areas across Pennsylvania. They can be used whenever a 4th grader is accompanied by a paying adult. That amounts to 64 free days of skiing or boarding this season - a challenge for a pro, much less a 9 year old. But hey, the fun is in the trying.

Getting the booklet is almost as easy as getting on the slopes. You don't even have to be a Pennsylvania resident to sign up. Just go to the Association web site at www.skipa.com and complete the 4th Grade Snowpass application. Then mail it along with a copy of your most recent 4th grade report card, a 2 X 2 school photo and a \$10 processing fee. The Snowpass will be on its way in days.

Check the web site for further information and blackout dates or call the Pennsylvania Ski Areas Association at 570-443-0963. Then ski or ride to your heart's content at any or all of the following resorts. No matter where you live in Pennsylvania or a neighboring state you'll be within minutes to 2 hours from a world of fun on the slopes.

Participating Ski Areas to Date are:

Alpine Mountain	Analomink, PA
Bear Creek Ski & Rec	Macungie, PA
Big Boulder Ski Area	Blakeslee, PA
Blue Knob Ski Area	Claysburg, PA

Blue Mountain	Palmerton, PA
Camelback Ski Area	Tannersville, PA
Eagle Rock Resort	Hazleton, PA
Elk Mountain	Union Dale, PA
Hidden Valley	Hidden Valley, PA
Jack Frost Mtn.	Blakeslee, PA
Liberty Mtn. Resort	Carroll Valley, PA
Mystic Mtn. at Nemacolin Woodlands	Farmington, PA
Seven Springs	Champion, PA
Shawnee Mountain	Shawnee-on-Del, PA
Ski Roundtop	Lewisburg, PA
Ski Sawmill Family Resort	Morris, PA
Spring Mountain	Spring Mount, PA
Tanglwood Ski Area	Tafton, PA
Tussey Mountain Ski Area	Boalsburg, PA
Whitetail Resort	Mercersburg, PA
Willowbrook Ski Area	Belle Vernon, PA

Boot up and join us for a winter of family fun!

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.

Contact: Linda Irvin, Executive Director

PSAA (www.skipa.com)

5142 State St.

White Haven, PA 18661

570-443-0963

psaa@uplink.net