



MEDIA RELEASE

Pennsylvania Ski Areas to Continue Offering the 4th & 5th Grade Snowpass Program for 2009/10!

White Haven, PA – September, 2009 - Pennsylvania Ski Areas Association's Snowpass Program will be open to **both 4th and 5th grade students, in and out of state**, who ski at Pennsylvania ski areas in 2009-10. Last season, PSAA recorded over 9,000 4th & 5th grade participants in this awesome program, which offers one (1) complimentary Learn to Ski/Snowboard Package as well as three (3) complimentary child's day lift tickets to each of the 22 participating member resorts throughout Pennsylvania.

Association President, Gregg Confer, points out, "It's the perfect age to accelerate downhill skills. The excitement and enthusiasm among 4th & 5th graders 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."

Pennsylvania's 4th & 5th Grade Snowpass is a **fun-filled booklet containing 1 free learn to ski or snowboard package including a beginner lift ticket, rental equipment and lesson voucher. That's capped off with 3 child day lift tickets to each of the member areas across Pennsylvania.** They can be used whenever a 4th or 5th grader is accompanied by a paying adult. That amounts to **67 free days of skiing or boarding this season** - a challenge for a pro, much less a 4th or 5th grader. But hey, the fun is in the trying!

The goal of this program is to provide an affordable and effective means to introduce 4th & 5th graders to the sports of skiing and snowboarding, creating life-long participants of winter sliding fun. Also, to remind families that spending time together in the mountains is **HEALTHY and FUN...**a great alternative to television and video games. Glenn Kirby, a parent of a 4th grade participant states "We think it is a great program. Without the Snowpass, we wouldn't have gone snowboarding at all this winter. Now we are hooked. We are already looking forward to next year as well as when my 1st grader is a 4th grader."

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 download the 4th & 5th Grade Snowpass application. Then mail it along with a copy of your 4th or 5th grade report card (you can also submit last year's final report card), your 2" x 1 1/2" color photo with name printed on back of photo and your non-refundable \$15 processing fee. The Snowpass will be on its way in days.

continued...

MEMBER SKI RESORTS

Alpine Mountain
Bear Creek Ski & Rec Area
Big Boulder
Blue Knob Ski Area
Blue Mountain
Camelback Ski Area
Crystal Lake Ski Center
Eagle Rock Resort
Elk Mountain
Hidden Valley Resort
Jack Frost Mountain
Liberty Mountain Resort
Mystic Mountain at Nemacolin
Seven Springs Mountain Resort
Shawnee Mountain
Ski-Big Bear
Ski Denton
Ski Roundtop
Ski Sawmill
Snö Mountain
Tanglwood Ski Area
Tussey Mountain Ski Area
Whitetail Resort

skipa.com



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**Pennsylvania Ski Areas to Continue Offering the
4th & 5th Grade Snowpass Program for 2009/10!**

Check the web site for further information, blackout dates and paid adult lift restrictions 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 two hours from a world of fun on the slopes.

Participating Ski Areas to Date are:

Alpine Mountain	Analomink, PA
Bear Creek Mountain Resort	Macungie, PA
Big Boulder	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 Resort	Hidden Valley, PA
Jack Frost Mountain	Blakeslee, PA
Liberty Mountain Resort	Carroll Valley, PA
Mystic Mountain at Nemacolin	Farmington, PA
Seven Springs Mountain Resort	Champion, PA
Shawnee Mountain	Shawnee-on-Del, PA
Ski Big Bear at Masthope Mountain	Lackawaxen, PA
Ski Denton	Coudersport, PA
Ski Roundtop	Lewisburg, PA
Ski Sawmill Family Resort	Morris, PA
Snö Mountain	Scranton, PA
Tanglwood Ski Area	Tafton, PA
Tussey Mountain Ski Area	Boalsburg, PA
Whitetail Resort	Mercersburg, 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
Pennsylvania Ski Areas Association
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PLEASE NOTE: IF YOU WOULD LIKE TO DISTRIBUTE PENNSYLVANIA'S 4TH & 5TH GRADE SNOWPASS PROGRAM BROCHURE/ APPLICATIONS AT YOUR ORGANIZATION, PLEASE EMAIL ME WITH YOUR MAILING ADDRESS AND QUANTITY.