



## MEDIA RELEASE

# Governor Rendell Declares January Learn a Snow Sport Month in Pennsylvania *State House and Senate Also Issue Proclamations*

White Haven, PA-December 30, 2009 - Governor Edward G. Rendell has declared January Learn a Snow Sport Month in Pennsylvania, it was announced today by the Pennsylvania Ski Areas Association (PSAA). It is the first time that such a proclamation has been issued in the state. Learn a Snow Sport Month is a national initiative that encourages children and adults to learn an outdoor winter activity that can be enjoyed by the entire family.

Similar resolutions are being secured from the state House of Representatives and the Senate. Representative Sandy Major (D/R) introduced the bill in the House and Representative Jim Wansacz (D/R) was co-sponsor. Senator Lisa Baker will introduce a resolution for the Senate in January. Pennsylvania is the first state in the country to receive proclamations from all three government entities.

"We were thrilled that the Governor decided to issue this proclamation," said Gregg Confer, president of PSAA. "It shows he understands the importance of winter outdoor activity and how much the snow sports industry means to Pennsylvania."

PSAA represents 23 Alpine ski and Nordic centers. The combined economic value of the resorts for the state is over \$832,000,000. The association's member ski areas are offering \$5.00 off discounts on ski and snowboard lesson packages midweek in January. Some individual resorts are offering other special discounts on learning programs for children and adults. Consumers can download a \$5.00 off coupon by visiting [www.skipa.com](http://www.skipa.com) and clicking on "learn to ski".

"Skiing and snowboarding also are great ways to burn off unwanted holiday calories", said Linda Irvin, executive director for PSAA. "For example, a 155 pound adult skiing at even a light pace can burn more than 350 calories per hour and a child weighing about 70 pounds can burn about 150 calories per hour." Irvin also pointed out that a number of state parks in Pennsylvania will be hosting free snowshoeing or cross country skiing events on Winter Trails Day set for January 9. Most events are dependent on natural snow although the Liberty Mountain Winter Trails venue, in southern Pennsylvania, is an alpine resort able to make snow.

One PSAA member, Camelback Resort in the Poconos, recently was the site for the taping of a television segment for Learn a Snow Sport Month that will receive national attention when it airs January 4, 2010 on NBC-TV's Today Show. The segments features internationally-known snow sports personality Glen Plake teaching Today Show co-host Hoda Kotb a ski lesson.

Governors from 11 other states also have issued proclamations citing January as Learn a Snow Sport Month. Others are Maine, New Hampshire, Vermont, New York, West Virginia, Michigan, Colorado, Utah, New Mexico, Oregon and Washington.

*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.*

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