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SNOWSHOE MOUNTAIN RECEIVES FIRST SNOWFALL OF THE SEASON

SNOWSHOE, W. Va – (October 16, 2024) – Snowshoe Mountain has received its first snow of the season over the past 48 hours, creating a spectacular clash between fall and winter around the region’s largest ski area. Snowshoe has targeted Wednesday, November 27th as the tentative opening date for the 2024/25 winter season.

“If you love winter the way we do, that first snowfall of the season is truly special. It’s the moment where you go from daydreaming about ski season to really making your plans,” said Snowshoe spokesperson Shawn Cassell. “There’s some extra anticipation for this winter because it’s our 50th Anniversary and we plan to celebrate that all season long. It looks like Mother Nature is eager to help us get the party started!”

Resort officials are planning to crank up the resort’s state-of-the-art snowmaking system on Nov. 1 in preparation for the season ahead.

High-resolution Images of the first snowfall of the season are available [here](#).
Fresh B-Roll video is available [here](#).

50TH ANNIVERSARY CELEBRATION – DEC. 19-22

Snowshoe is planning to party like it's 1974 in celebration of 50 years of skiing on the mountain. Head to the resort December 19-22 for a variety of throwback fun including après parties, an all gold rail jam, a soul train dance party, live music, fireworks, comedy shows, and much more. Don't forget to pack that retro ski gear you've got stashed away. Take advantage of Snowshoe’s 50th Anniversary Lodging Package to get \$50 off each night of your stay and unlock \$50 lift tickets. More information about Snowshoe’s 50th Anniversary is available [here](#).

***NEW FOR WINTER 24/25* SKI FOR LESS THAN \$67/DAY WITH A FLEX 3 PASS**

Snowshoe has also announced a new, flexible product for skiers and snowboarders to take advantage of this winter – the Flex 3 Pass. For just \$199, the pass is good for any 3 non-holiday days of the 2024/25 winter season. The 3 days can be used non-consecutively, giving purchasers

the ability to buy now without having to commit to specific dates. There are a limited number of Flex 3 Passes [available for purchase](#) so be sure to grab yours while supplies last.

Snowshoe has also released their schedule of events for the 2024/25 winter season:

Snowshoe Events Calendar | Winter 2024/25

NOVEMBER 27 | Opening Day (weather permitting)

NOVEMBER 27-30 | Thanksgiving Weekend Celebration

DECEMBER 8 | West Virginia Ski FREE Day

DECEMBER 19-22 | Snowshoe 50th Anniversary Celebration

DECEMBER 19 | Opening Day for Silver Creek Area and Coca-Cola Tubing Park

DECEMBER 24 | Village Christmas Celebration

DECEMBER 23-31 | Holiday Celebrations

DECEMBER 31 | New Year's Eve Parties

FEBRUARY 3 | Cupp Run Challenge

FEBRUARY 22-23 | USASA Boardercross & Skiercross Racing

MARCH 1-2 | Darn Tough Banked Slalom

MARCH 7-9 | Pride Weekend

MARCH 15-16 | College Weekend & Pond Skim

MARCH 23 | West Virginia Ski FREE Day

MARCH 23 | Closing Day (tentative)

Please follow this link for the full Winter 2024/25 Events Calendar
(<https://www.snowshoemtn.com/things-to-do/events>)

For more information or to make a Snowshoe lodging reservation, please call 877-441-4386 or visit online at www.snowshoemtn.com.

Please contact Shawn Cassell, scassell@snowshoemountain.com - 304-572-5639, for any media inquiries.

ABOUT SNOWSHOE MOUNTAIN RESORT

Snowshoe Mountain is the perfect year-round destination for adventure-filled vacations in West Virginia. Snowshoe covers a total area of 11,000 acres in the Appalachian Mountain Range and includes the second highest point in the state at 4,848' elevation. Snowshoe was recently chosen as the Best Ski Resort in the region by the readers of Blue Ridge Outdoors. The Snowshoe Bike Park was recently named the #1 Bike Park in the Southeast and Mid-Atlantic Regions by MTBParks.com, and played host to multiple UCI MTB

World Cup events in recent years. Snowshoe offers the most skiable terrain in the region, extensive lodging options, fully developed mountain biking trails, a popular golf course designed by Gary Player, wedding and convention areas, and a wide variety of outdoor activities. Snowshoe Mountain Resort is part of the Alterra Mountain Company, and is included on the Ikon Pass, the new standard in season passes. More details at www.snowshoemtn.com.

ABOUT ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company is a family of iconic year-round mountain destinations, the world's largest heli-skiing operation, and Ikon Pass - the premier ski and snowboard season pass offering access to more than 50 iconic mountain destinations around the world. Headquartered in Denver, Colorado and born out of a shared love of the mountains and adventure, the company has brought together some of the world's most aspirational brands, including: Steamboat and Winter Park in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain, Big Bear Mountain Resort and Snow Valley in California; Stratton Mountain and Sugarbush Resort in Vermont; Snowshoe Mountain in West Virginia; Tremblant in Quebec and Blue Mountain in Ontario, Canada; Crystal Mountain in Washington; Schweitzer in Idaho; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures and Mike Wiegele Helicopter Skiing in British Columbia. Also included in the portfolio are Alpine Aerotech, a worldwide helicopter support and maintenance service center in British Columbia, Canada, Aspenware, the ski industry leader in technology services and e-commerce, and Ski Butlers, the global leader in ski and snowboard rental delivery. For more information, please visit www.alterramtn.co.

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