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SNOWSHOE OPERATIONAL UPDATE

SNOWSHOE, W. Va – (November 15, 2023) **OPERATIONAL UPDATE:** While our snowmaking team started off the month with a strong first run, our opportunities since then have been limited. We do not anticipate any significant snowmaking windows between now and our original target opening date of Nov. 22. Colder weather is expected to arrive later next week, and our snowmaking team will continue their efforts at every chance. **We aim to open as soon as conditions permit, and our new tentative date is Friday, Dec. 1 (weather permitting).** The good news is that some of our best seasons of all time have gotten off to a slow start, especially in El Nino years. It'll be worth the wait! In the meantime, stay stoked and stay tuned for more updates!

THANKSGIVING FESTIVITIES: We're still planning to have ourselves a good time here on the mountain next week! Come on up and join us for our Thanksgiving Feast at the Junction, the Holiday Clay Turkey Shoot, the Village tree lighting ceremony, and more! See TWOTM for details.

POWDER MONKEY LIFT UPDATE: Our operations team is nearing the final stages of our new Powder Monkey lift installation! This week we're finishing up the lift terminals, installing the bullwheels, and splicing the haul rope. We remain on track for a mid-December opening as planned. You can follow the progress in our [Powder Monkey Blog](#).

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.

High-resolution photos are available for media use at this link:

<https://snowshoemountain.smugmug.com/Winter-Media-Kit/n-XXDwfm/>

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 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, played host to the 2019, 2021, and 2022 Mercedes Benz UCI MTB World Cup, and the 2023 UCI MTB World Series. 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 17 iconic year-round resorts, 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 in British Columbia. Also included in the portfolio is 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.alterramtnco.com.

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