



Media Contact:

Shawn Cassell

Public Relations Manager

Snowshoe Mountain Resort

Phone: 304-572-5639

scassell@snowshoemountain.com

SKI SEASON RIGHT AROUND THE CORNER IN WEST VA

Fall colors and cool temperatures have folks at Snowshoe looking ahead to winter.

SNOWSHOE, W. Va – (September 30, 2021) – If you’re a fan of cool temperatures and beautiful fall colors, Snowshoe Mountain in Pocahontas County has had a lot of both recently. Overnight lows have already been dipping into the 30s on the mountain, and Snowshoe officials are busy looking ahead to another winter season. The mountain is planning to open for skiing and snowboarding the day before Thanksgiving on Wednesday, November 24th, weather permitting.

“We had an amazing summer season on the mountain but it’s that time of year again where we start to get really excited for winter.” said Snowshoe President, Patti Duncan. “The leaves are changing fast, we’re starting to see some frost in the mornings, and it’s hard not to start daydreaming about snow days.”

Snowshoe’s operations team continues to focus on snowmaking improvements, an area in which the mountain has invested millions of dollars in recent years.

“We’ve added more snowguns over at our Silver Creek area, but our main focus this summer has been replacing a large amount of the underground air and water pipes that feed our snowmaking system.” said Ken Gaitor, VP of Mountain Operations. “Several miles of pipe have now been replaced and that means more efficient snowmaking, which means more snow being produced, and more snow is a very good thing.”

New for Winter 2021/22 – Guaranteed Lowest Lift Prices with Lodging

Skiers and snowboarders will be able to guarantee the exclusive lowest prices on lift access by booking their lodging through Snowshoe.

Capacity Restrictions

After first implementing skier capacity restrictions last winter, Snowshoe plans to continue to cap the total number of lift tickets sold per day moving forward. Resort officials noted the improved guest experience that resulted from monitoring capacity, with shorter lift lines and

less congestion than in years past, particularly on the weekends. Lift access is guaranteed for season passholders as well as those lodging with Snowshoe.

Snowshoe has also released their schedule of events for the upcoming winter season:

Snowshoe Events Calendar | Winter 2021/22

NOVEMBER 22 | Passholder/Employee Preview

NOVEMBER 23 | Opening Day

NOVEMBER 26 - 28 | Thanksgiving Weekend Celebration

DECEMBER 12 | WV Ski FREE Day

DECEMBER 17 | Opening Day for Silver Creek & Coca-Cola Tubing Park

DECEMBER 18 | Winter Brewfest

DECEMBER 23-30 | Holiday Celebrations

DECEMBER 31 | New Year's Eve Celebrations

JANUARY 29-30 | Freestyle Freak Out presented by Smith Optics

FEBRUARY 7 | Cupp Run Challenge

FEBRUARY 12 | Uphill Thang

FEBRUARY 25 | Snowshoe Foundation Ice Dinner

FEBRUARY 26 | Berming Man Banked Slalom

MARCH 5-6 | USASA Boarder/Skier Cross Race

MARCH 12-13 | College Weekend

MARCH 19-20 | Spring Send It! (Pond Skim, Box Derby, etc.)

MARCH 27 | WV Ski FREE Day

MARCH 27 | Last day of ski season

Please follow this link for the full Winter 2021/22 Events Calendar

<https://www.snowshoemtn.com/things-to-do/events>

Covid-19 Policies

Snowshoe is continuing to monitor the ongoing Covid-19 pandemic and working closely with local and state health officials to determine what measures may need to be taken to help ensure the safety of our guests, employees, and our community. More information will be available soon.

Snow Guarantee

As always, Snowshoe will extend their Snow Guarantee, promising more skiable terrain open than any other Southeastern ski area from December 17, 2021 through March 13, 2022 or your next day of skiing is free.

Flurry of Savings Event

If you're planning a trip to Snowshoe this winter, your best opportunity to save is during the resort's Flurry of Savings Event, October 5 – 14. The sale will feature discounts on lodging, rentals, lift tickets, Early Season Passes, and more. Visit [this link](#) by October 14 to take advantage.

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://photo.snowshoemtn.com/BEST-OF-WINTER-PHOTOS/>

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, and played host to the 2019 and 2021 Mercedes Benz UCI MTB World Cup Finals. 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 15 iconic year-round destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real estate development, food and beverage, retail and service businesses. Headquartered in Denver, Colorado, with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans six U.S. states and three Canadian provinces: Steamboat and Winter Park in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton and Sugarbush Resort in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Crystal Mountain in Washington; 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. Alterra Mountain Company honors each destination's unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information, please visit www.alterramtnco.com.

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