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## **SNOWSHOE MOUNTAIN OPENS FOR THE 2018/19 SKI SEASON**

SNOWSHOE, W.Va. – (November 21, 2018) – Snowshoe Mountain ([www.snowshoemtn.com](http://www.snowshoemtn.com)), the #1 mountain resort in the Mid-Atlantic and Southeast regions, kicked off West Virginia’s 2018/19 ski season in Pocahontas County this morning. About 400 skiers and snowboarders were on hand for what resort officials say was the strongest opening in several years in terms of open terrain and attendance.

“It feels great to get the winter season kicked off on time and on the right foot” said Resort Spokesperson Shawn Cassell, “We spent nearly \$4M this past summer on snowmaking upgrades and now on day 1 of the season we’re already seeing the impacts of that investment. We’ve got about a dozen trails open, over 40 acres of terrain so far, and we plan to add more soon. If the weather continues to cooperate, we should be able to expand terrain significantly ahead of the holiday season.”

For deals on lift tickets, passes, and lodging, please visit <https://www.snowshoemtn.com/plan-your-trip/deals-and-packages> .

To make a lodging reservation or book lift tickets or passes, please call 877-441-4386 or visit [www.snowshoemtn.com](http://www.snowshoemtn.com).

### **MEDIA ASSETS: PHOTO AND VIDEO**

High resolution images of Opening Day at Snowshoe Mountain -> <https://photo.snowshoemtn.com/Winter-2018-2019>

B-Roll Video for Media Use -> [https://p.widencdn.net/noim6d/2018-11-21\\_SN\\_KS\\_Opening-Day-BROLL-EXP1?download=true](https://p.widencdn.net/noim6d/2018-11-21_SN_KS_Opening-Day-BROLL-EXP1?download=true)

Live webcams also available for use by media -> <https://www.snowshoemtn.com/media-room/skidder-slope-live-cam>

Please contact Shawn Cassell, [scassell@snowshoemountain.com](mailto: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 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. Snowshoe offers 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. More details at [www.snowshoemtn.com](http://www.snowshoemtn.com).

#### **ABOUT ALTERRA MOUNTAIN COMPANY**

Alterra Mountain Company is a family of 13 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 and retail 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 five U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. 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 visit [www.alterramtnco.com](http://www.alterramtnco.com).

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