

Media Contact:

Shawn Cassell

Marketing Director

Snowshoe Mountain

Phone: 304-572-5639

scassell@snowshoemountain.com



SNOWSHOE ANNOUNCES TARGET OPENING DATE FOR WINTER

A new chairlift and an action-packed events calendar highlight the upcoming season.

SNOWSHOE, W. Va – (September 12, 2023) – Snowshoe Mountain has announced its plans to open for skiing and snowboarding the day before Thanksgiving on Wednesday, November 22nd, weather permitting. An exclusive “Preview Day” for season passholders, employees, and volunteers will tentatively take place on Tuesday, November 21st.

“The days are getting shorter, the nights are becoming chilly, and excitement for winter is starting to build here on the mountain.” said Snowshoe President, Patti Duncan. “The weather experts are all in agreement that we’re in for a strong El Nino pattern this winter, and historically that has been a very favorable setup for natural snowfall here on the mountain. Combine that with our state-of-the-art snowmaking system and you can see why there’s plenty of reason for optimism about the season ahead.”

Powder Monkey Lift Replacement

For the first time since 2006, Snowshoe’s mountain operations team will be installing a brand new chairlift. Powder Monkey lift, a fixed-grip triple installed in 1977 as one of Snowshoe’s original lifts, is being replaced with a fixed-grip quad ahead of the 2023/24 winter season. The new lift from Leitner-Poma & Skytrac will feature a conveyor loading system that will shorten ride times as well as increase the mountain’s lift capacity, ease congestion in the Basin area, and improve access to the Western Territory. The new lift is currently on track for a mid-December opening.

In addition to the chairlift upgrades, Snowshoe has also furthered its commitment to providing the best on-snow experience in the region by upgrading several miles of underground snowmaking infrastructure. The improvements feature sustainable ductile iron piping and are expected to increase snowmaking efficiency.

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

Snowshoe Events Calendar | Winter 2023/24

NOVEMBER 21 | Passholder/Employee Preview Day

NOVEMBER 23 | Opening Day

DECEMBER 10 | WV Ski FREE Day

DECEMBER 15 | Opening Day for Silver Creek & Coca-Cola Tubing Park

DECEMBER 24 | Village Christmas Celebration

DECEMBER 23-31 | Holiday Celebrations

DECEMBER 31 | New Year's Eve Parties

FEBRUARY 3-4 | SARA Racing (Southern Alpine Racing Assoc.)

FEBRUARY 5 | Cupp Run Challenge

FEBRUARY 10 | Uphill Thang & Randonnée Race

FEBRUARY 24-25 | USASA Skier & Boardercross Racing

MARCH 2-3 | Banked Slalom Race

MARCH 8-10 | Snowshoe PRIDE Weekend

MARCH 15-16 | College Weekend & Pond Skim

MARCH 17 | WV Ski FREE Day

MARCH 31 | Last day of ski season

Parking Changes

Snowshoe will be implementing several changes to its day parking infrastructure for the upcoming winter season, including the implementation of paid parking in the South Mountain area. More parking information is available [here](#).

Flurry of Savings Event

If you're planning a trip to Snowshoe this winter, your best opportunity to save is during the resort's annual Flurry of Savings Event, Oct. 4-10. The sale will feature discounts on lodging, rentals, lift tickets, and more.

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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