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100 DAYS UNTIL SKI SEASON IN WEST VIRGINIA

Snowshoe Mountain to celebrate 50th Anniversary this winter season

SNOWSHOE, W. Va – (August 19, 2024) – Snowshoe Mountain is counting down the days to winter as they prepare to celebrate a major milestone – 50 years in operation. The Resort plans to open for skiing and snowboarding on Wednesday, November 27th, weather permitting. A long weekend of 50th Anniversary celebrations is scheduled for Dec. 19-22, commemorating the original opening date of Dec. 19, 1974.

“We always start to get excited about winter this time of year, but with our 50th Anniversary to look forward to, we are more ready for ski season than ever before” said Patti Duncan, Snowshoe President & COO. “We’ve got all kinds of fun events and promotions in the works for our Anniversary celebration. Fireworks, retro-themed parties, live music, throwback rail jams, and lots more. You don’t want to miss this one, so go ahead and make your plans to be here.”

Last winter, Snowshoe was open for skiing and snowboarding for 121 days, by far the longest season in the region, a testament to the resort’s snowmaking abilities. Snowshoe’s mountain operations team has been fine tuning their snowmaking system this summer, completing several infrastructure projects that will improve efficiency. The blue (intermediate) trail J-Hook, located in the South Mountain area, has been widened significantly for a better skiing experience. Additionally, a terrain park rope tow will be installed this fall at Snowshoe’s Silver Creek area.

***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.

FLURRY OF SAVINGS EVENT | OCT 1-10

If you're planning a trip to Snowshoe this winter, your best opportunity for savings is during the resort's Flurry of Savings Event, October 1 – 10. The sale will feature discounts of up to 20% off lodging, rentals, and lessons.

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 [here](#).

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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