



PRESS RELEASE

Mission Ridge Wins National Award

Contact: John Gifford, President, 877-533-5520

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La Conner, WA – Mission Ridge Ski and Board Resort was awarded the National Ski Areas Association (NSAA) Conversion Cup Award for best learn to ski/snowboard program in the country during the NSAA Convention held , May 5-8, 2017 in Scottsdale, Arizona. The NSAA Conversion Cup award recognizes resorts across the country that have developed outstanding programs to convert new skiers and snowboarders into lifelong enthusiasts.

Mission Ridge's Learn to Ski/Snowboard Freedom Pass Program has been a hit with guests up on the mountain and now ski areas around the country are taking notice. Nominated for the second consecutive year, Mission Ridge beat out Whistler Blackcomb in British Columbia, Copper Mountain Resort in Colorado, and Boreal Mountain Resort in California. The Conversion Cup trophy, which travels around the country annually, resided last year in Massachusetts at Wachusett Mountain Ski Area. Other past winners of the prestigious award include Killington Ski Resort in Vermont, Camelback Mountain Resort in Pennsylvania, Mountain Creek in New Jersey, and Mt. Bachelor in Oregon.

"Being nominated two straight years and being mentioned alongside the other resort nominees has itself been a tremendous honor," said Tony Hickok Mission Ridge's Marketing Director. "But winning and being able to deliver this trophy to Wenatchee and to all of our staff is the real honor. A program like the Learn to Ski/Snowboard Freedom Pass takes the commitment of the entire mountain and especially our Ski School, Rental, and Ticketing staffs. Not only has this program given nearly 2,000 people who had never experienced skiing or snowboarding the opportunity to fall in love with the sport, it also brought us together as an organization. It has made our mountain family an even tighter knit group," Hickok continued.

Mission Ridge's Freedom Pass program provided unlimited beginner lessons, gear rentals, and beginner terrain access for the entire season for just \$159. The program is designed to give new skiers and

snowboarders the opportunity to transition from never having skied or snowboarded to feeling confident in their abilities and excited to explore more of the mountain.

For more information contact: Tony Hickok, (509) 888-9404, ahickok@missionridge.com

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About Mission Ridge Ski & Board Resort

The Mission Ridge Ski Area is located in North Central Washington, 12 miles south of Wenatchee. The resort's winter operations typically run from early December through early April. Summer operations center around the Base Area facilities for meetings, weddings and receptions. The ski area operates in partnership with the USDA Forest Service, Okanogan-Wenatchee National Forest and the Washington Department of Fish and Wildlife.

The Pacific Northwest Ski Areas Association is a non-profit trade association, which represents the interests of 35 ski and snowboard facilities located in Oregon, Washington, Alaska, Idaho, Montana, and California. The Association's member ski areas – most of which operate on public land – collectively host an estimated 5.1 million visits annually. For additional information on Pacific Northwest skiing and snowboarding, contact the PNSAA office at (877) 533-5520, or visit www.pnsaa.org to link to the website of your favorite mountain.