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PRESS RELEASE

What's New in 2014-2015 at your Pacific Northwest Ski Areas

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Release Date: Thursday, October 2, 2014

La Conner, WA – The Northwest enjoyed another great winter season last year with plentiful snow. During the pre-season, resort work crews have been busy with chairlift installations, building out bike parks, and significant enhancements to guest service buildings. As is the case each fall, all ski area operators are ‘tuning up’ ski lifts, day lodges, parking facilities, and the compelling array of ski school programs.

OREGON

Mt Hood Meadows: In collaboration with Snow Park Technologies (SPT) during the 2014-2015 season will include the development of a next level park riding experience on Shooting Star. Offering new progressions within the resort’s terrain park program, this park will take full advantage of Shooting Star’s run width and length, and can be easily accessed by the Shooting Star Express lift. In addition, the resort has installed a new rope tow at Shipyard that will allow skiers and riders to run repeat laps of the rail park during both day and night sessions. Also Mt. Hood Meadows and Mt. Baker (WA) give unlimited pass holders a High Five! The two ski areas are teaming up to give their unlimited pass holders five free days.

Mt Ashland: New this season is a parking lot expansion that will add 20% more capacity. Trail widening on three trails and the Sonnet beginner slope has been re-contoured to provide a better experience for first timers.

Mt. Hood Skibowl: Improvements in the snowmaking system that includes large section of the water pipeline has been buried to protect against freezing, allowing better snowmaking production during super cold conditions. New this winter to the Snow Tube & Adventure Park is the Tree Top Action Zone

that features a 5 Story Tarzan Freefall Swing and the 6 Story Tarzan Plunge. The rental shop has automated the rental process, to speed up the entire process plus an online feature to pay and pre-book in advance. The new generation of Rossignol “Rocker” skis and snowboards has been added to the inventory to make learning to ski/ride easier.

WASHINGTON

Crystal Mountain: Two new chairlifts – High Campbell/Chair 6 and Quicksilver. High Campbell chair will be a fixed grip double manufactured by SkyTrac. Quicksilver chair will replace the double fixed-grip chairlift with a fixed-grip CTEC quad. This will be an increase capacity from 1,070 people per hour (pph) currently to 1,800 pph. The lift will also be relocated along a designated route in the trees between Boondoggle and the existing Quicksilver trail opening up the run providing unobstructed intermediate terrain.

The Summit at Snoqualmie: One new chairlift - Rampart Chair. The fixed-grip quad chair featuring an easy-load conveyor system is all new and will be built and installed by SkyTrac. The Rampart chairlift located on the northern facing slopes of the Summit East ski area and will increase uphill capacity while opening up a sizeable portion of glade skiing in the area.

Stevens Pass Mountain Resort: 2014-15 5th Grade Ski & Ride Free Program presented by Stevens Pass and Carter Subaru offering FREE season passes to Washington State's 5th Graders to inspire more youth to get out on the slopes to promote family bonding, healthy recreational activities and an appreciation of the mountain environment.

Ski Bluewood: Projects for 2014-2015 include: new rental equipment – skis and snowboard boots, some slope maintenance & brush clearing and continued expansion of freestyle terrain parks and new features.

Mt Baker Ski Area: Mt. Baker Ski Area & Mt. Hood Meadows Ski Resort Pass are offering pass holders an Exchange Program in which they receive five free days at the other ski area. Available for all ages of current 2014-2015 unlimited season pass holders of Mt. Baker or Mt. Hood Meadows.

Mt. Spokane Ski & Snowboard Park: Lodge 1 has been updated with remodeled restrooms and kitchens as well as updated existing restrooms in the Main Lodge for an improved guest experience. Also a brand-new Terrain Park has been added – The Natural Park will be the third freestyle terrain area featuring new all-natural hits, jibs, and rails. Existing parks include the almost mile-long Terrain Park, and the Progression Park geared specifically for beginners.

IDAHO

Schweitzer Mountain Resort: Over \$1 million in capital improvements this off season include a new grooming machine added to the fleet, improvements to the snow making system will bring more capacity and better reliability to the system. Slopeside real estate is growing with 8 new, slopeside units (6 of which are already under contract) under construction in the MountainSide sub division with delivery by Christmas 2014.

MONTANA

Whitefish Mountain Resort: Completion of the Flower Point Project with installation of a fixed-grip triple chairlift to the north side of the mountain. Opening access to four new runs and glading from the top of Flower Point will provide an additional 200 acres of lift-served terrain plus provide more dependable conditions early and late season on its north-facing slopes. Also, the Base Lodge renovation that will include an expansion of the food court area, adding a cashier station and provide new food stations creating more options.

ALASKA

Eaglecrest Ski Area will open the new Porcupine Lodge during the 2014-2015 season. The Porcupine Lodge will house a larger equipment rental shop that will provide direct to slope access, ticketing and Snowsports School sales, Snowsports School program areas, and a new Retail & Equipment Repair Shop. In addition 50kw hydro plant was recently installed and provides an interconnection with the local utility grid. This hydro plant allows Eaglecrest to produce 100% of its power during the offseason as well as feed excess power back into the community of Juneau.

PEOPLE CHANGES

Mt Ashland: Hiram Towle is the new General Manager.

Loup Loup: CP Grosenick has been named new General Manager.

Ski Bluewood: Kim Clark has been hired as the new General Manager.

Mission Ridge: Sam Chapin has been hired as the new Marketing Manager and Katherine Safar will be the new Puget Sound Market Manager.

Mt. Bachelor: Spencer Weimar has been hired as Director of Sales, Marketing and Reservations.

For additional information on these exciting developments in the mountains, please visit your favorite mountain's website or call the resort directly.

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The Pacific Northwest Ski Areas Association is a non-profit trade association, which represents the interests of ski and snowboard facilities located in Oregon, Washington, Alaska, Idaho, Montana, and California. The Association's 35 member ski areas – most of which operate on public land – collectively host an average of 5.6 million visits annually. For additional information on Pacific Northwest skiing and snowboarding, contact the PNSAA office at (877) 533-5520, or visit <http://www.pnsaa.org> to link to the website of your favorite mountain.