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2010 NorAm Cup Starts at Loveland on Monday, November 30

(LOVELAND SKI AREA, Georgetown, CO. - November 25, 2009) – The 2010 Alpine NorAm Cup, a steppingstone tour for aspiring World Cup racers, opens at Loveland Ski Area with men's slalom races on November 30th and December 1st and women's slalom races on December 2nd and 3rd.

"The NorAm races, especially the ones at Loveland and Aspen, are a great opportunity for the young rising stars to compete near World Cup level and lower their world ranking," said Walt Evans, Competition Services Director for The U.S. Ski and Snowboard Association. "As the season progresses the athletes' ranking will continue to improve as they compete for a World Cup start. Loveland and Aspen have done a great job in the past with the NorAms, this year should be no different."

Athletes winning discipline titles, as well as the runner-up, receive World Cup starts for the following season. This year's field is made up of many international racers as well as a strong contingent from The United States.

"Loveland is honored to host some of the best young racers in the world for the start of this year's NorAm Cup," said Rob Goodell, Director of Business Operations at Loveland Ski Area. "The course is in great shape and we encourage everyone to come out and watch the event. The skill level and speed of these racers is something every skier should witness first hand."

The first run is at 10:00am each day with the second run starting at 1:00pm. Spectators are invited to watch the race and will be able to access the race course at Loveland Valley via a walkway from the base area.

Loveland Ski Area is located 53 miles west of Denver, or 12 miles east of Silverthorne at Exit 216 on Interstate 70. Call (303) 571-5580 or visit www.skiloveland.com for the latest snow conditions, live web cams and additional information.