

## FOR IMMEDIATE RELEASE

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### LOVELAND SKI AREA ANNOUNCES SEASON PASS AND 4-PAK PRICES

(LOVELAND SKI AREA, Georgetown, CO. – August 31, 2010) – The snow guns are out on the hill, the temperature is starting to drop and Loveland Ski Area will begin selling 2010-2011 season passes and 4-Paks this Friday, September 3rd. Passes and 4-paks will be available for purchase online, over the phone and at ski shows across the Front Range. Loveland Ski Area's pass products offer skiers and snowboarders some of the most affordable and least restrictive options in Colorado. A short 53 miles from Denver, Loveland Ski Area caters to the Front Range skier and snowboarder with easy access, affordable pricing and a season that stretches from mid-October through early-May.

	NEW	RENEWAL
ADULT SEASON PASS (23-69)	\$359	\$339
YOUNG ADULT SEASON PASS (15-22)	\$269	\$249
CHILD SEASON PASS (6-14)	\$149	\$139
MIDWEEK SEASON PASS*	\$249	\$239
SENIOR SEASON PASS	\$79	\$79
UNRESTRICTED 4-PAK	\$119	

\*Midweek Season Pass is valid every Mon-Fri with no holiday blackouts

Prices valid through 11-21-10

Loveland Ski Area season pass holders also receive discounts throughout the area on lift tickets for friends, lessons, rentals, food, sport shop purchases and more. Loveland has once again partnered with Monarch Mountain and each Loveland Ski Area Season Pass comes with 3 FREE, unrestricted days at Monarch Mountain during the 2010-2011 season. In addition, Loveland season pass holders now receive 3 FREE days at Purgatory and 1 FREE day of unguided skiing at Silverton Mountain for the 2010-2011 season.

Loveland Ski Area's popular 4-paks will also be available starting Friday, September 3rd at last year's rates. Skiers and riders looking for the most powder for their dollar can purchase 4 lift tickets for \$119 (\$29.75 per day). These 4-paks are actual lift tickets that provide direct to lift access. They are fully transferable and are valid the entire 2010-2011 season. No restrictions and no black-outs.

Skiers and riders hungry for an even better deal can save \$10 on Loveland 4-paks when they visit ski shows across the Front Range. That is 4 tickets for \$109 (\$27.25 per day). Loveland will be onsite at The Sports Authority's SNIAGRAB, Colorado Ski & Golf's Ski Rex and Christy Sports' Powder Daze over Labor Day weekend. Skiers and riders can visit the Loveland tent to play Loveland Lotto for their chance to win a season pass, lift tickets, lesson packages, \$10 Beau Jo's gift cards, Loveland sunglasses and more. Visit [www.skiloveland.com](http://www.skiloveland.com) for a complete list of fall sales events.

For anyone looking to take lessons, Loveland's 3 Class Pass programs offer huge savings when skiers and riders combine 3 lesson packages with a season pass. Beginners simply complete three lesson packages, starting with a newcomer package and receive a FREE season pass for the remainder of the season. 3 Class Pass programs are available for a variety of levels, disciplines and ages with a few modifications. Some restrictions apply to all 3 Class Pass programs.

For more information on products, pricing or to purchase your pass, please visit [www.skiloveland.com](http://www.skiloveland.com) or call (303) 571-5580.

Loveland Ski Area is tentatively scheduled to start making snow in 19 days.