

FOR IMMEDIATE RELEASE



Media Contacts:

John Sellers x172
(303) 571-5580

e-mail: johnsellers@skiloveland.com

www.skiloveland.com

**LOVELAND SKI AREA OFFERS
DISCOUNT LIFT TICKETS
TO ALL SEASON PASS HOLDERS**

(LOVELAND SKI AREA, Georgetown, CO. - April 17, 2009) – Loveland Ski Area is extending the ski season for pass holders at other ski areas. Loveland is offering discount lift tickets for the remainder of the season to anyone that presents a 2008-2009 season pass from another ski area.

"We would like to remind people that the ski season isn't over until you say it is," said John Sellers, Marketing Director. "Loveland would like to invite season pass holders from other ski areas to come see what Loveland is all about at a discounted rate. If your mountain is closed for the season, but you still want to make some turns in this great, spring snow, just show your season pass at the ticket window and you can purchase a lift ticket for only \$30."

Anyone that shows a 2008-2009 season pass from another ski area will be able to purchase an adult, full day lift ticket for just \$30, which is \$12 off the ticket window price.

"We currently have 100% of our expert terrain open and a 94" mid-mountain base," continued Sellers. "Conditions are amazing and we are in the middle of an epic, spring storm which is expected to leave more than 2 feet of snow on our slopes. It's too early to put the skis and snowboards away."

Loveland Ski Area will be open through Sunday, May 3.

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.

-###-