

FOR IMMEDIATE RELEASE



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**LOVE(AND SNOW!) IS IN THE AIR AT
LOVELAND SKI AREA THIS
VALENTINE'S DAY**

(LOVELAND SKI AREA, Georgetown, CO. - February 12, 2009) – This Saturday, February 14th, over 130 couples plan to take the plunge or renew their wedding vows at Loveland Ski Area in the 18th annual Valentine's Day Marry Me & Ski Free Mountaintop Matrimony. The mass wedding ceremony will take place at noon at 12,050 feet outside The Ptarmigan Roost Cabin. After the ceremony, participating couples, often dressed in full wedding attire, will make their first tracks together down the slopes of Loveland.

Harry Heilmann, Registered Minister with The Universal Life Church, will conduct the ceremony at the top of Loveland's Chair 2. Pre-registered couples receive 2 for 1 lift tickets for the event and free admission to the after-party which will be at 1:30 at the base of Loveland Basin.

"Marry Me & Ski Free is always one of the most popular events of the season," said Duncan Maxwell, Events & Promotions Coordinator. "This year, with Valentine's Day falling on a weekend, we have more couples registered than we expected. And the forecast is calling for snow before and during the ceremony so everyone's first turns together will be powder turns!"

The after-party following the ceremony will take place at the base of Loveland Basin with Summit County radio station, KSMT The Mountain, emceeding. The after-party will include a raffle, wedding cake and a toast for all participating couples and registered guests. Couples who attend the ceremony in wedding attire will be entered into a "best-dressed" contest with prizes from The Hotel Chateau Chamonix, New Prague Restaurant, Coors, The Shane Company, KSMT The Mountain and Loveland Ski Area. Guests and couples that did not pre-register can purchase lunch and admission to the after party for just \$15.

****Members of the media interested in covering the event or receiving images of the event, please reply to this e-mail or contact John Sellers at (303)571-5580 X 172.**

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.

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