

FOR IMMEDIATE RELEASE



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**LOVELAND SKI AREA TO HOST THE
9th ANNUAL CORN HARVEST BENEFIT
FOR THE COLORADO AVALANCHE
INFORMATION CENTER**

(LOVELAND SKI AREA, Georgetown, CO. - April 21, 2010) – As the 2009-2010 season comes to an end, it is once again time for skiers and riders to celebrate another safe, successful season. This Saturday, April 24, Loveland Ski Area will host the 9th annual Corn Harvest Benefit Ski Party for the Colorado Avalanche Information Center.

The CAIC promotes safety in Colorado's backcountry by reducing the impact of avalanches on recreation, industry and transportation in the state through a program of forecasting and education.

"The Corn Harvest is one of the most popular events of the season," said John Sellers, Marketing Director. "You can enjoy some spring corn on The Ridge and give back to the guys that are looking out for you in the backcountry."

Over the past 5 years, the Corn Harvest has raised almost \$25,000 for the CAIC. Anyone that would like to attend this year's event can purchase an event ticket for \$60 at Loveland Ski Area on April 24. The package includes a lift ticket, bar-b-que lunch from Great Range Bison, beer from New Belgium Brewing, soft drinks from Pepsi, live music and a huge raffle with prizes from Bent Gate Mountaineering, Flylow and more with proceeds going to benefit the CAIC. If you already have a lift ticket or season pass, the cost is just \$30.

"The people that come out for the event really make it fun," continued Sellers. "There are always a lot of smiles and Hawaiian shirts making laps on Chair 9 and dancing to the live music on the patio. It is a great opportunity to make new friends and give a little bit back to the guys that provide such a valuable resource for all skiers and snowboarders, not just backcountry enthusiasts."

For more information, please visit cornharvest.org.

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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