

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 19, 2010) – Loveland Ski Area will be open through May 2 and they are extending the season for season pass holders everywhere. For the remainder of the season, Loveland will offer discount lift tickets to anyone that presents a 2009-2010 season pass from another ski area.

"We would like to invite season pass holders from other ski areas to come see what Loveland is all about at a discounted rate," said John Sellers, Marketing Director. "If you want to get a few more spring days in but your mountain is closed, bring that season pass up to Loveland and get your spring fix."

Anyone that shows a 2009-2010 season pass from another ski area will be able to purchase a full day adult lift ticket for \$30. That is a \$14 discount off the ticket window price.

"We still have 90% of our terrain open and a 56" mid mountain base," continued Sellers. "If you think it is too early to put the skis and snowboards away, you can take advantage of a late season storm or enjoy a warm bluebird day on The Ridge for just \$30."

Loveland Ski Area is also selling season passes for the 2010-2011 season at the guaranteed lowest rates. 2010-2011 season passes are also valid for the remainder of this season.

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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