

**FOR IMMEDIATE RELEASE**



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## **LOVELAND SKI AREA IS FIRST TO OPEN IN NORTH AMERICA**

(LOVELAND SKI AREA, Georgetown, CO. - October 6, 2009) – Loveland Ski Area will be the first ski area in North America to open for the 2009-2010 ski season when Chair 1 starts turning at 9:00am on Wednesday, October 7th.

Loveland Ski Area started making snow on September 21, 2009.

"We took advantage of the cold temperatures and got an early start making snow this year. Those extra days paid off and we are opening a week earlier than last season," said Eric Johnstone, Snowmaking and Trail Maintenance Manager. "Now we can move some equipment to other trails and try to open more terrain as quickly as possible."

This is the earliest opening day at Loveland Ski Area in 40 years.

"We are proud of our snowmaking crew and extremely excited to offer the first skiing and snowboarding in Colorado and North America," said Rob Goodell, Director of Business Operations. "Skiers and riders have been waiting all summer for this day and we are anxious to fire up the lifts. We are opening a week earlier than last year but the coverage is great! We will open with an 18" base and tree to tree coverage on our opening day run."

For the first turns of the season, skiers and snowboarders will have access to a top to bottom run consisting of 1,000 vertical feet via Chair 1. The trails Catwalk, Mambo and Homerun make up this opening day run which is over a mile in length.

Loveland Ski Area will open for the season at 9:00am on Wednesday, October 7th. Loveland's regular operating hours are Monday through Friday, 9:00am - 4:00pm and 8:30am - 4:00pm on weekends and designated holidays. Early season lift tickets are \$46 for adults and \$21 for

children ages 6-14. Loveland Ski Area season passes and unrestricted 4-Paks will be available through November 22, 2009. Season passes and 4-Paks are available online at [www.skiloveland.com](http://www.skiloveland.com), by phone at 1-800-736-3SKI or skiers and riders can visit one of the many Front Range ski shows including The Denver Ski Expo, November 14-15.

**\*\*Members of the media are invited to Loveland Ski Area for opening day. Please call the media contact at the top of the release to coordinate a visit.**

**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](http://www.skiloveland.com) for the latest snow conditions, live web cams and additional information.**

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