

FOR IMMEDIATE RELEASE



Media Contacts:

John Sellers x172

(303) 571-5580

e-mail: johnsellers@skiloveland.com

www.skiloveland.com

NORAM CUP STARS AT LOVELAND SKI AREA ON SATURDAY, NOVEMBER 27TH

(LOVELAND SKI AREA, Georgetown, CO. –November 26, 2010) – the 2011 Alpine NorAm Cup opens at Loveland Ski Area with men’s slalom races on Saturday and Sunday, November 27th and 28th and women’s slalom races on November 29th and 30th. The races will be held at Loveland Valley on Twist.

The NorAm Cup races are a steppingstone for athletes with World Cup aspirations. Athletes winning discipline titles, as well as the runner-up receive World Cup starts for the following season. This year’s field is made up of many international racers as well as a strong contingent from the United States.

Loveland is proud to once again host the NorAm races,” said John Sellers, Marketing Director. “These young athletes are fun to watch and we invite everyone to come down to the Loveland Valley to witness the skill and speed of these elite athletes.

The first run is at 10:00am each day with the second event starting at 1:00pm Award ceremonies are tentatively scheduled for 2:30pm each day. Spectators are invited to watch the race and will be able to access the race course at Loveland Valley via a walkway from the base area.

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.

###