

FOR IMMEDIATE RELEASE



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Loveland Ski Area Will Open Wednesday, October 15th

(LOVELAND SKI AREA, Georgetown, CO. – October 14, 2008) – Loveland Ski Area is ready to start the 2008-2009 ski season. Loveland Ski Area will open for the season on Wednesday, October 15th.

Loveland Ski Area started making snow on September 24th but warm weather forced a stoppage until the temperatures cooled again on October 4th.

"Our crew has been working hard to make sure we could take advantage of every opportunity to make snow over the last couple of weeks," said Snowmaking and Trail Maintenance Manager Eric Johnstone. "It finally paid off and we will start the lifts tomorrow with an 18 inch base and tree to tree coverage."

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.

"The start of the ski season is always an exciting time," said Rob Goodell, Director of Business Operations. "We are opening a little bit earlier than anyone expected, but the mountain is ready and we are proud to offer the quality coverage our opening day skiers and riders have come to expect from Loveland."

Loveland Ski Area will open for the season at 8:30am on Wednesday, October 15. Loveland's regular hours are Monday through Friday, 9:00am - 4:00pm and 8:30am to 4:00pm on weekends and designated holidays. Early season lift tickets are \$44 for adults and \$21 for children ages 6-14. Loveland Ski Area season passes and unrestricted 4-Paks will be available through November 23, 2008. Season passes and 4-paks are available online at 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 7-9.

**Members of the media are invited to Loveland Ski Area for opening day. Please call the media contact listed 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 for the latest snow conditions, live web cams and additional information.

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