

**FOR IMMEDIATE RELEASE**



**Media Contacts:**

John Sellers x172

(303) 571-5580

e-mail: [johnsellers@skiloveland.com](mailto:johnsellers@skiloveland.com)

**[www.skiloveland.com](http://www.skiloveland.com)**

## **EARLY SEASON SNOW OPENS MORE TERRAIN AT LOVELAND SKI AREA**

(LOVELAND SKI AREA, Georgetown, CO. –October 28<sup>th</sup>, 2010) – Loveland Ski Area has been covered with 33 inches of snow since opening day and will be opening new terrain for the weekend.

Loveland opened Nix Nox yesterday and Spillway opened this morning for the first turns of the season. Chair 6 will open for the season tomorrow, Friday, October 29<sup>th</sup> and will give skiers and riders access to Keno, Blackjack, Roulette, Straight Flush and Royal Flush. Lower Richard's run will also open Friday.

"These are the best early season conditions in recent memory," said Rob Goodell, Director of Business Operations. "The snow just kept piling up and allowed us to open more terrain for the weekend.

With the new openings, Loveland Ski Area will be running 2 chairs accessing 16 trails and 183 acres of terrain.

"The coverage on chair 6 is incredible," said Eric Johnstone, Snowmaking and Trail Maintenance Manager. "We will continue making snow at Loveland Basin and we hope to open chair 2 very soon. We will also move some equipment down to Loveland Valley and start making snow on Switchback, Twist and All Smiles."

The Loveland Ski and Ride school will also offer private lessons this weekend.

"Anyone looking for an early season refresher can sign up for a private lesson starting on Saturday, October 30<sup>th</sup>," said Dan Huston, Ski and Ride School Director. "We are also running

an early season special where we invite you to bring a friend or family member along during your lesson for no extra charge. We will continue to offer more Ski and Ride school options as more terrain opens and we look forward to the opening of Loveland Valley on Friday, November 19<sup>th</sup>.”

Because of the limited terrain, some restrictions do apply. Please call (303) 571-5580 X 170 for more information.

**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.**

**###**