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LOVELAND SKI AREA SKIPS FALL, GOES STRAIGHT TO WINTER

(LOVELAND SKI AREA, Georgetown, CO. – September 24th 2010

Mother Nature covered Loveland Ski Area with the first snow of the season yesterday. Not to be outdone, the Loveland Ski Area snowmaking crew took advantage of the cold temperatures last night and complimented the natural snowfall with a few man made flakes of their own.

“We have been eager to get things started,” said Eric Johnstone, Snow making and trail manager. “When the humidity dropped last night, we were able to fire up the guns and put some snow on the ground.

Loveland Ski Area’s snowmaking crews started making snow around 4:00am this morning. They are making snow on the trails Catwalk, Mambo and home run for opening day 2010. “Now there is some snow on our trails to match the snow on our peak,” said John Sellers, Marketing Director. “Once the guns start buzzing you know that a new season is just around the corner. Check your edges and find your gloves because we are going to be skiing and riding in a few short weeks.”

Loveland Ski Area plans to open in mid-October

“The forecast is calling for continued cold temps, so we will keep making snow as conditions permit,” said Johnson

**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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