



Contacts:

303-571-5580

Kathryn Johnson x153

John Sellers x172

marketing@skiloveland.com

LOVELAND SKI AREA TO BEGIN SNOWMAKING OPERATIONS TONIGHT

(LOVELAND SKI AREA, Colo. – September 24, 2007) Loveland Ski Area Snowmaking Crews will begin operations tonight in an effort to become the first ski area in the county to open for the season. The warm temperatures from last week have finally moved out of the area surrounding the Continental Divide and the snowguns are set and ready to go once the temperature drops below 28 degrees.

“We set all of our snowmaking equipment up last week thinking there might be a chance we could begin,” said Mark Abrahamson, Snowmaking and Trail Maintenance Manager. “We always expect to begin in late September and by starting tonight we will be right on track.”

Every year Loveland Ski Area snowmaking crews work around the clock to lay snow down on one of the first runs of the season. The opening day run, consisting of 1,000 vertical feet, must be covered top to bottom, side to side with a minimum packed base of 18 inches.

“There's definitely a chill in the air today and tomorrow morning there will be snow on the ground,” said John Sellers, Marketing Director. “This is a very exciting time of year at Loveland as we prepare to open. The guns are placed, there is snow on the peaks and people across the Front Range are preparing for the season.”

Loveland Ski Area has revamped its website but will still provide the snowmaking update page at www.skiloveland.com/snowmaking. Visitors to the website will see a trail map showing regularly updated pictures of snowmaking progress, gun placement, live web cams and real time weather forecasts. Visitors can also sign up to receive the first announcement of opening day.

Loveland will offer discounted season passes, The Loveland Pass Card, and 4-Paks of unrestricted lift tickets until November 23, 2007. Passes and other products may be purchased online at www.skiloveland.com.

*As always, members of the media are invited to Loveland Ski Area for

snowmaking photo opportunities. If interested please call one of the media contacts listed at the top of release.

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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