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LOTS OF LOVE AND SNOW AT LOVELAND SKI AREA FOR VALENTINE'S DAY

(LOVELAND SKI AREA, Colo. – February 13, 2008) This Thursday, February 14th, over 80 couples plan to take the plunge or renew their wedding vows at Loveland Ski Area in the 17th annual Valentine's Day Mountaintop Matrimony. The mass wedding ceremony will take place at 12,440 feet, and will be surrounded by plenty of fresh snow thanks to the recent storms that have blanketed the area with over a foot of fresh powder in the past week. Following the noon ceremony, couples, often dressed in full wedding attire, will make fresh tracks together down the mountain for a casual reception complete with a champagne toast, wedding cake and music.

Harry Heilmann, Registered Minister with the Universal Life Church, will conduct the ceremony at the top of Loveland's Chair #2. Participation in the ceremony is free to all couples who have valid lift tickets for the day. Couples who pre-registered for the event will receive two for one lift tickets and free admission to the reception.

"The Mountaintop Matrimony is consistently one of our most popular events of the season," said John Sellers, Marketing Director, "we have over 80 couples pre-registered for the event this year and anticipate a few couples will decide to participate the day-of considering the upcoming holiday weekend and fresh snow we have been receiving."

The reception following the ceremony will take place at the Loveland Basin Lodge with Summit County radio station, KSMT The Mountain, emceeding. The reception will include food, wedding cake and refreshments and is free to all pre-registered couples. Couples who attend the ceremony in wedding attire will be entered into a "best-dressed couple" contest with prizes from The Georgetown Mountain Inn, New Prague Restaurant, Pepsi, Coors and Loveland Ski Area. The reception will also be open to guests and couples who did not pre-register for \$15 per person.

Details on obtaining a marriage license and other requirements pertaining to participation can be found at <http://www.skiloveland.com/events/wedding.aspx>.

* If you would images of the ceremony, reception or both sent to you on the 14th please reply to this email. Feel free to make special requests; we will do our best to accommodate them!

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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