

FOR IMMEDIATE RELEASE



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LOVELAND SKI AREA IS FIRST TO OPEN IN COLORADO AGAIN IN 2010

(LOVELAND SKI AREA, Georgetown, CO. – October 23, 2010) – For the second season in a row Loveland is the first ski area to open in Colorado. Chair 1 will turn for the first time of the new season tomorrow, Sunday, October 24th at 9:00am.

“We had to wait out some warm weather which delayed opening day a little bit this year,” said Rob Goodell, Director of Business Operations. “But the good news is we will be skiing tomorrow on some really good snow. Our snowmaking team did a great job battling the warm weather and once again we are proud to offer the first turns of the season,”

Loveland will offer lift served access to one top-to-bottom run. Skiers and riders will drop one thousand vertical feet in a little over a mile via the trails Catwalk, Mambo, and Homerun.

“It took a little longer than last year, but I think everyone is going to be pleased with the conditions,” said Eric Johnstone, Snowmaking and Trail Maintenance Manager. “We got 5 inches of snow last night which is a nice compliment to the snow we were able to make. It is snowing hard now and opening day could be a powder day if this keeps up.”

Loveland Ski Area will open at 9:00am on Sunday, October 24th. Loveland will be open from 9:00am until 4:00pm Monday through Friday and 8:30am until 4:00pm on weekends and designated holidays. Early season lift tickets are \$47 for adults and \$22 for children ages 6-14.

Loveland Ski Area season passes are now in sale and all Loveland season passes come with 3 FREE days at Monarch Mountain, 3 FREE days at Purgatory and one FREE day of unguided

skiing at Silverton Mountain. Unrestricted 4-packs are available online for just \$119 (\$29.75/day) at skiloveland.com through November 21, 2010.

Members of all media are invited to Loveland Ski Area for opening day. Please call or e-mail the media contact 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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