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LOVELAND SKI AREA IS CALLING ALL AMATEUR PHOTOGRAPHERS

(LOVELAND SKI AREA, Colo. – January 17, 2008) Loveland Ski Area will be holding a photo contest open to all amateur photographers interested in sharing their images of the ski area. Photographs will be divided into three categories for judging purposes; action, people and nature. Each month for the months of January, February, March and April, a “best submission” will be chosen and in May of 2008, winners will be selected from each category and a grand prize winner will be chosen. Winners will receive thousands of dollars worth of prizes including Pentax digital cameras, photo processing from Mikes Camera, gift certificates from Tommy Knocker Brewery and lift tickets and season passes to Loveland Ski Area.

“We are looking forward to seeing all of the photo submissions,” said John Sellers, Marketing Director. “Loveland provides the perfect backdrop for all sorts of photos, from smiling friends and family to incredible views to action shots.”

Photos must be taken at Loveland Ski Area and submitted online for consideration. All photos submitted will become the property of Loveland Ski Area and may be used in future products, promotional materials, or in any matter Loveland sees fit.

“We think this will end up generating a lot of great photos that we may not have seen otherwise,” said Sellers. “This is an opportunity for our customers to show us what they love about Loveland.”

For more information on the photo contest and a complete explanation of the rules and regulations interested photographers should visit www.skiloveland.com/events/photo.aspx.

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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