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FIRST SNOW FALLS AS SNOWSHOE PREPARES FOR SKI SEASON

RESORT ANNOUNCES START OF SNOWMAKING, TARGET OPENING DAY, EVENT SCHEDULE, AND MORE

SNOWSHOE, W. Va. – (October 30, 2017) – Snowshoe Mountain Resort (www.snowshoemtn.com), the #1 mountain resort in the Mid-Atlantic and Southeast regions, received its first measurable snowfall of the season, with just over an inch of snow falling Sunday afternoon into Monday morning. Cold temperatures also allowed the Resort to begin making snow in preparation for ski season. Snowshoe plans to open for skiing on Wednesday, November 22, weather permitting.

“This is always one of the most exciting times of the year for us here on the mountain” says Snowshoe spokesperson Shawn Cassell. “With ski season right around the corner it’s great to see the snowguns up and running, and getting an early start on a good base for us. If you haven’t planned your ski trip yet, it’s officially time to get started”

Snowshoe has also announced some new attractions and restaurants, as well as their schedule of events for the 2017/18 Ski Season, which includes a fresh slate of artists for the Resort’s Beats On The Basin Concert Series, and dates for the Winter Brewfest, Cupp Run Challenge, Ballhooter Spring Break Festival, and more.

Links for first snowfall and snowmaking operations media:

B-Roll ->

<https://www.dropbox.com/s/6v4z92h8q8ayx5b/SNOWSHOE%20OCT%2030%20Snowgun%20Broll.mp4?dl=0>

High-Res photos -> <http://photo.snowshoemtn.com/October-30th-Snowmaking/>

New at Snowshoe for 2017/18

On the slopes, Snowshoe has spent the summer working on a wide variety of improvement projects. Thousands of feet of air and water lines have been replaced, which will increase snowmaking efficiency, allowing the resort to open terrain more quickly and keep it maintained. Several new high-efficiency snowguns have been added in critical locations like Heisler Way, Whiffletree, and Shay’s Revenge. The Resort has also widened several ski trail intersections, put

up new trail signage, increased ski in/ski-out access for the Shamrock and Black Bear Crossing neighborhoods, and added a new high-powered grooming machine to their fleet.

“The work we’ve done this summer has been aimed at improving the ski experience for our guests” says Ken Gaitor, Snowshoe’s Head of Ski Operations.” We’re really focused on maximizing efficiency with our snowmaking operations this season. There are several innovative, low-energy/high-performance snowguns we’ve added to the mix as a bit of a test drive. We hope to unveil a significant snowmaking expansion in the near future, so seeing how these various guns perform this winter will help us make good decisions on the more wide-spread upgrades that are coming.”

The Woods Escape Room Tour – Jump in one of Snowshoe’s 4-seat, enclosed, and heated Polaris RZR’s, and head into the backcountry to see areas of the mountain that few winter guests experience. The tour will go to the Resort’s Cabin in The Woods Escape Room where participants will enjoy a gourmet meal before trying to “escape” by solving a series of riddles and puzzles.

New Mountaintop Restaurants:

- White Rabbit Market – A craft sandwich shop, deli and gourmet grocery store, designed for those on the go.
- Basin Supper Club – A down home WV take on the “supper club” trend that is sweeping the country.
- Appalachia Kitchen - Farm-to-table modern American cuisine with a “mountain flare”.
- Tuque’s Bar and Grill – Classic ski bar right upstairs from the Appalachia Kitchen.
- AK Market – Coffee Shop which will also offer a variety of made from scratch soups and chili.

Snow Guarantee

As always, Snowshoe will extend their Snow Guarantee, promising more skiable terrain open than any other Southeastern ski area from December 15, 2017 through March 11, 2018, or your next day of skiing is free.

Lift Tickets

- Find savings of up to 60% off advance purchase lift tickets as well as bundled lift ticket/rental equipment packages anytime at the Snowshoe lift ticket store, easily accessed from the front page of www.snowshoemtn.com

Season Pass Deals

- Unlimited Pass – currently available for \$379 (price goes up October 31st) anyone ages 13-74 can ski unlimited, all-season long.
- College Pass – for \$299, those currently enrolled in school can ski unlimited, all-season long.
- Patriot Pass – for \$279, All active and retired military can ski and board with no restrictions, all-season long.
- Kids (age 5 and under) ski unrestricted, all-season long for only \$29.

Snowshoe plans to announce several exciting new benefits for season pass holders prior to the season.

WINTER 2017.18 SCHEDULE OF EVENTS

Schedule Is Subject To Change (View online here -> <https://www.snowshoemtn.com/things-to-do/events>)

NOVEMBER 22 | Official Opening Day (weather permitting)

DECEMBER 9 | West Virginia Ski Free Day

DECEMBER 16 | Winter Brew Fest

DECEMBER 16 | Hammer Time 90's Rail Jam: Presented by Smith Optics

DECEMBER 22 - JANUARY 1 | Holiday Celebrations

DECEMBER 22 | Beats on the Basin # 1 | Brother Short Band

DECEMBER 29 | Beats on the Basin # 2 | Yarn

DECEMBER 31 | New Year's Eve Celebration

JANUARY 5 | Beats on the Basin Music Series # 3 | The Get Right Band

JANUARY 5-7 | Burton Women's Camp

JANUARY 12- 14 | MLK Weekend & Subaru Winterfest

JANUARY 12 & 13 | Beats on the Basin Music Series: #4 | Porch 40

JANUARY 19 | Beats on the Basin Music Series: #5 | Dead 27's

JANUARY 26 | Beats on the Basin Music Series: #6 | Super Doppler

JANUARY 27-28 | Burton's Kid Snowboarding Camp

JANUARY 27 | Progression Session Rail Jam

FEBRUARY 2 | Beats on the Basin Music Series: #7 | Sun Parade

FEBRUARY 5 | Cupp Run Challenge

FEBRUARY 9 | Beats on the Basin: # 8 | Matt Mullins and the Bringdowns

FEBRUARY 10-11 | Women's Ski Camp: Presented by Head Skis

FEBRUARY 16-18 | Presidents Weekend

FEBRUARY 16 and 17 | Beats on the Basin # 9 | Ballyhoo

FEBRUARY 23 | Beats on the Basin: # 10 | Holy Ghost Tent Revival

FEBRUARY 24 | Snowshoe Foundation Ice Dinner

FEBRUARY 24-25 | Berming Man Banked Slalom: Presented by Monster

MARCH 2-4 | Homegrown Music Festival

MARCH 9-11 | Ballhooter Spring Break Festival

MARCH 17 | The Junkyard: Slopestyle Competition presented by Monster

MARCH 17 | West Virginia Ski Free Day

MARCH 24 | Snowshoe Pond Skim

APRIL 1 | Ski Season Closes

For more information or to make a Snowshoe lodging reservation, please call 877-441-4386 or visit online at www.snowshoemtn.com.

Please contact Shawn Cassell, scassell@snowshoemountain.com - 304-572-5639, for any media inquiries.

Snowshoe Mountain Resort Media Room -> <https://www.snowshoemtn.com/media-room>

High-Res Photo Gallery for media use -> <https://snowshoemountain.smugmug.com/Winter-Media-Kit/n-XXDwfm/>

ABOUT SNOWSHOE MOUNTAIN RESORT

Snowshoe Mountain is the perfect winter destination for adventure filled vacations in West Virginia. Snowshoe covers a total area of 11,000 acres in the Appalachian Mountain Range, and includes the second highest point in the state at 4,848' elevation. Snowshoe was named to the Top 20 ski resorts in the East by SKI Magazine in 2016. In addition to terrific outdoor winter recreation, Snowshoe offers extensive lodging options, gourmet dining, shopping, wedding and convention areas, and a luxurious spa. Snowshoe Mountain Resort is part of the family of Intrawest Resorts.

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