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FIRST SNOWFALL OF THE SEASON ARRIVES AT SNOWSHOE

Snowmaking Also Underway as the Mountain Prepares for Opening Day

SNOWSHOE, W. Va – (November 13, 2026) –Snowshoe Mountain, the region's largest ski resort, received its first measurable snowfall of the season overnight, with 1-2" of wet snow along the mountain's 4,848' summit. In addition to the natural snow, the resort's snowmaking team also fired up their state-of-the-art snowmaking system.

"The only thing better than seeing the snowguns in action is some natural snowfall, and today we're enjoying both." said Ken Gaitor, Snowshoe's V.P. of Mountain Operations. "We'll continue making snow as long as these cold temperatures hang around. This should be a strong start towards getting us open for skiing and snowboarding, hopefully in the next few weeks if the weather cooperates. Stay tuned for updates on our progress."

Snowshoe has announced a target opening date of Wednesday, November 25th, weather permitting. Updates will be provided via Snowshoe's social media accounts and website. Sign up for email updates here.

Photos and b-roll video from the first snow are available here.

ALL NEW SHAVERS CENTER FACILITY SET TO OPEN

Snowshoe's new Shavers Center facility will serve as the mountain's main day lodge, with multiple dining options and après programming, as well as housing Snowshoe's Ski & Ride School and Pre-Ski programs. The new lodge is expected to open alongside the rest of the resort on November 25th, weather permitting.

SKI FOR LESS THAN $67/DAY WITH A FLEX 3 PASS

For just $259, the Flex 3 Pass is good for any 3 non-holiday days of the 2026/27 winter season. The 3 days can be used non-consecutively, giving purchasers the ability to buy now without having to commit to specific dates. *Only available for purchase before opening day.*

NEW $99 SILVER CREEK-ONLY LIFT TICKET AVAILABLE FOR WEEKENDS AND HOLIDAYS
Enjoy weekend and holiday access to Snowshoe's Silver Creek area with beginner-friendly slopes, night skiing, two terrain parks, and runs ranging from green to black diamond.

WINTER 2026/27 EVENT CALENDAR

November 25	Snowshoe Opening Day *(weather permitting)*
November 26-28	Thanksgiving Festivities
December 6	West Virginia Ski FREE Day
December 11	Snowshoe Foundation's "Winter's Bounty" Benefit Dinner
December 12	Winter Brewfest
December 18	Silver Creek Area Opening Day *(includes night skiing and tubing)*
December 19	Burton Snowboards 50th Anniversary Demo Event
December 24	Village Christmas Celebration
December 31	New Year's Eve Celebrations
January 8-10	Snowshoe Pride Weekend
January 30-31	Southern Alpine Racing Association (SARA) Event
February 1	Cupp Run Challenge
February 27	Red Bull Rivals | Collegiate Slopestyle Competition
February 28	Snowshoe Open | Slopestyle Competition
March 5-7	USASA Boardercross & Skiercross Racing
March 8-14	Kids Ski FREE Week (free lift tickets for kids 12 & under)
March 13-14	College Weekend
March 20	Spring Fling Weekend (Live Music & Pond Skim)
March 21	West Virginia Ski FREE Day & Closing Day for Winter

More information about Snowshoe's Winter Events can be found here.

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.

High-resolution photos of Snowshoe Mountain are available for media use here.

ABOUT SNOWSHOE MOUNTAIN RESORT

Snowshoe Mountain is the perfect year-round 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 recently chosen as the Best Ski Resort in the region by the readers of Blue Ridge Outdoors. The Snowshoe Bike Park was recently named the #1 Bike Park in the Southeast and Mid-Atlantic Regions by MTBParks.com, and played host to multiple UCI MTB World Cup events in recent years. Snowshoe offers the most skiable terrain in the region, extensive

lodging options, fully developed mountain biking trails, a popular golf course designed by Gary Player, wedding and convention areas, and a wide variety of outdoor activities. Snowshoe Mountain Resort is part of the Alterra Mountain Company, and is included on the Ikon Pass, the new standard in season passes. More details at www.snowshoemtn.com.

ABOUT ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company is a family of iconic year-round mountain destinations, the world's largest heli-skiing operation, and Ikon Pass - the premier ski and snowboard season pass offering access to more than 50 iconic mountain destinations around the world. Headquartered in Denver, Colorado and born out of a shared love of the mountains and adventure, the company has brought together some of the world's most aspirational brands, including: Steamboat and Winter Park in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain, Big Bear Mountain Resort and Snow Valley in California; Stratton Mountain and Sugarbush Resort in Vermont; Snowshoe Mountain in West Virginia; Tremblant in Quebec and Blue Mountain in Ontario, Canada; Crystal Mountain in Washington; Schweitzer in Idaho; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures and Mike Wiegele Helicopter Skiing in British Columbia. Also included in the portfolio are Alpine Aerotech, a worldwide helicopter support and maintenance service center in British Columbia, Canada, Aspenware, the ski industry leader in technology services and e-commerce, and Ski Butlers, the global leader in ski and snowboard rental delivery. For more information, please visit www.alterramtn.co.

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