



PRESS RELEASE

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SNOWBOWL SURPASSES 25 FEET OF SNOW Resort to Remain Open Through April 11

Flagstaff, AZ - The winter weather phenomenon, El Nino has lived up to his name, with above average snowfall this season, and it certainly has produced. Snowbowl has received 312 inches of snow so far this season, over 4 feet more than their seasonal average of 260 inches.

All this snow has made for one incredible season. The northern Arizona ski area has already surpassed 175,000 skier visits, the fourth best season on record, and will continue to climb the ranks and is hopeful to break the all time record of 193,000 visitors from the 2004-05 winter season.

"This has been such an excellent winter. The snow continues to fall and more and more people are up enjoying the conditions. We are seeing skiers from all over the country and many families are taking their ski trips closer to home. We are also seeing people who have not skied in several years returning to the slopes," states Dave Smith, Snowbowl's Marketing Director. "With all this snow, we have been able to build the best terrain park we have ever had. The Park has different lines for the intermediate and expert with jumps, rails and boxes. It's great to see how our Sunset Terrain Park riders have improved over this season."

Snowbowl will remain open with daily operations through April 11, 2010. Visit their website for the latest on discounts at the ski area.

SPRING BREAK AT SNOWBOWL

Snowbowl is ready for Spring Break with discounted lift tickets for those students on break everyday through April 4th. Students, ages 13 and over, must show a valid student ID at any ticket window and receive a \$25 lift ticket, those ages 8-12 receive a \$12 lift ticket.

Snowbowl will continue with the new programs introduced this season through the end of March. *Jerry Nunn's Women's Wednesdays*; for \$50 it includes a clinic from 10:00 AM - 12:00 PM, lift ticket and lunch. *Boomer Thursdays*; a \$26 lift ticket for those 50 and over plus a free clinic at 1:00 PM. Their very popular *Family Fridays*; the Sunset and Hart Prairie will remain open until 6:00 PM. Lift tickets and rental equipment are \$10 each starting at 2:00 PM. Freestyle Fridays begin at 3:00 PM at the top of the Terrain Park.

For more information about the Arizona Snowbowl, call (928) 779-1951 or visit our Web site at www.arizonasnowbowl.com.

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