



PRESS RELEASE

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LAST DAY OF SKIING IN ARIZONA, APRIL 11 Spring Hours Start March 29

Flagstaff, AZ - The Arizona Snowbowl has announced their closing date of April 11, 2010. The resort will remain open with daily operations through April 4, and then reopen for one final weekend, April 9-11 (they will be closed April 5-8). They will change their lift operation hours to 10:00 AM to 4:00 PM starting Monday, March 29.

"It has been such an incredible season! We still have over 8 feet of snow on the upper mountain and right now the spring skiing is incredible," states Dave Smith, Snowbowl's Marketing Director. "With the resort opening at 10:00 AM, it gives the snow time to soften up from the overnight freeze and reflects the behavior of the skiers. The demand drops predictably every season so we match our operation to that demand."

Snowbowl will offer 50% off breakfast which includes FREE coffee, hot cocoa or fountain drink from 8:30-10:00 AM.

Their very popular Family Fridays will continue April 2 and April 9. Both the Hart Prairie & Sunset lift will operate until 6:00 PM. Starting at 2:00 PM, lift tickets and rental equipment are only \$10 each.

Rates Reduced

Starting March 29th, an Adult lift ticket (ages 13-64) will be reduced to \$39 and Juniors (ages 8-12) are \$12. But to save even more money, they have special tickets available only on their website.

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

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