



PRESS RELEASE

Media Contact: David Smith
(928) 779-1951 x115
Sales and Marketing Director
dsmith@arizonasnowbowl.com

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SNOWBOWL TOPS RECORD SEASON WITH NATIONAL SAFETY AWARD

Flagstaff, AZ - The National Ski Area Association (NSAA) has announced that the Arizona Snowbowl has won the prestigious Best Overall Safety Award for ski areas across the nation with less than 250,000 skier visits. This is the second consecutive year the resort has won this award. Additionally, Snowbowl participated in NSAA's 11th Annual National Safety Week, which was held January 16 - 22, 2010.

Snowbowl's Safety Initiative was "BAAH", Be Alert, Accidents Hurt, with Sammy the Safety Sheep as their mascot. They will accept their award at NSAA's National Convention Awards Ceremony in May. Snowbowl was one of twelve resorts chosen out of the 326 NSAA member resorts to win a Safety Award. They will also be highlighted in the NSAA Journal in their August edition.

"This is a huge honor to have our program named as "Best in the Industry" two years in a row," states Jon Gauld, Snowbowl's Safety Supervisor. "We couldn't have done it without our dedicated staff and supportive community. The best part was seeing our local kids skiing and riding safely, setting the example for children visiting our resort. They really got behind our program and love "Sammy" the S.H.E.E.P."

Snowbowl implemented a season long safety initiative which included; buttons, bandanas, banners, posters and Smart Style terrain park clinics. The safety program will continue next season with plans to further educate employees and guests about Slope Safety. Their Safety Committee is comprised of one person from each of the resort's thirteen departments.

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

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