

NEWS



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Attitash & Wildcat Mountain Head to Boston Globe Ski & Snowboard Expo, November 10 – 13 Annual Event Marks Beginning of Winter Season for Many & Opportunities for Discounts and Deals

Bartlett & Pinkham Notch, NH – Both Attitash Mountain Resort and Wildcat Mountain will be among other Mount Washington Valley & New Hampshire resorts attending the upcoming annual Boston Globe Ski & Snowboard Expo. Skiers and riders all over New England, fueled by recent late October snow, will converge in Boston this November to get even more excited and to see or buy the latest gear, plan ski vacations, find one-of-a-kind lift ticket deals, and hear what's new at all the Eastern, Western, Canadian, and European resorts. "There are some great shows and pre-season events in New England," said Attitash Mountain Resort Event Coordinator Corey Madden. "But the Boston Ski Show is the most popular. You talk directly to your dedicated regulars and get to meet those who may not know the resort as well and can share up-to-date information, event dates, and show-only specials and offers." The show, taking place in Boston at the Seaport Convention Center, begins at 3 p.m. Thursday, November 10 and runs until 6 p.m. on Sunday, November 13. Attitash and Wildcat Mountain will be located in booths 61-63. A ski show event schedule is available and tickets can be purchased online at bewisports.com.

Both resorts are excited to continue messaging the value, variety, and vertical offered with season passes, discount cards, lift tickets, and gift cards valid for use at the two nearby ski areas in the Mount Washington Valley. At the Boston Globe Ski & Snowboard Expo, one of the featured specials for Attitash and Wildcat are gift cards that have a \$125 value and can be purchased for only \$100. "For many years in Boston, both resorts have had tremendous success selling ticket and gift cards with show-only associated bonus offers," said the Attitash Mountain Resort and Wildcat Mountain Director of Marketing Thomas Prindle. "The gift card offer introduced a couple years ago has been very popular and immediately gives the customer 25% more value than the amount paid and is valid for use at two of New Hampshire's larger resorts to purchase tickets, food, ski school lessons, lodging, and more." In addition, both resorts are excited to bring back the Vertical Value Card which offers a 10-25% discount on weekends and holidays or 50% discount off lift tickets on non-holiday weekdays all season long. However, new for the Vertical Value Card for this season, it includes the first day's ticket in the \$79 purchase price and will also allow the cardholder to bring a friend on non-holiday Wednesdays and that friend gets a half-price ticket too. Attitash & Wildcat also partnered with the Boston Patagonia store located on Newbury Street and on the dates of the ski show, the store will extend a 20% discount off one item, with some restrictions, if persons show their new 2011/12 Vertical Value card. In addition, the Attitash Grand Summit Hotel will be offering a specially priced slopeside, ski & stay package and both resorts will also be giving away custom-made Attitash and Wildcat Mountain recyclable shopping bags, t-shirts, posters, stickers, and more to show attendees who stop by to hear about what's new and to purchase any of the show-only specials.

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Attitash Mountain Resort, located in the Mount Washington Valley, has most recently been ranked amongst the East's top ten ski resorts for grooming, weather, accessibility, and off-hill activities by readers of SKI Magazine. Offering two distinct mountains, Attitash and Bear Peak, and one of New England's most advanced snow making systems, Attitash is known for its signature terrain parks, ski school and children's programs, open-glade terrain, après entertainment, family value, the year-round mountain coaster attraction, and quality slopeside accommodations featuring the Attitash Grand Summit Hotel. For further information, please visit www.attitash.com or call 1-800-223 SNOW.

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Wildcat Mountain, a year-round destination located 100% within the White Mountain National Forest in Pinkham Notch, is home to New Hampshire's most powerful quad summit chair lift and is renowned for its high summit elevation over 4,000 feet and greater than 2,100 vertical feet of skiing and riding; longest novice trail in the state at just under 3 miles; and proximity to Mt. Washington that contributes up to 200 inches of snow and a long winter/spring season annually. Wildcat Mountain has consistently been rated #1 Scenery and Top Ten in the East for Snow, Terrain Challenge, and Value by readers of SKI Magazine. For further information, please visit www.skiwildcat.com or call 1-888-SKI WILD.