

# NEWS



December 21<sup>st</sup>, 2009  
FOR IMMEDIATE RELEASE

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## **Wildcat Mountain Supports Governor's January Learn a Snow Sport Month** Learn to Ski or Snowboard Free January 4<sup>th</sup> through January 10<sup>th</sup>

***Pinkham Notch, NH*** – New Hampshire Governor John Lynch has proclaimed January 2010 as Learn a Snow Sports Month recognizing that winter recreation is an important part of the state's lifestyle and rich winter sports history. In doing so, the state of New Hampshire joins several other states across the nation taking part in the snow sport industries campaign to introduce persons to winter sports. Wildcat Mountain has been introducing persons to winter recreation since it began offering lift-serviced skiing and riding over 50 years ago. Today, with a current staff of 84 instructors that collectively represent over 850 years of experience and 91% certification rate by the Professional Ski Instructors Association & American Association of Snowboard Instructors, that tradition continues with the Wildcat Mountain Learn-to-Ski and Learn-to-Ride programs intended for first-timers.

As a special offer to support January's Learn a Snow Sports Month, Wildcat Mountain invites "never-ers" to sign up for a FREE Learn-to-Ski/Ride lesson package, including rentals and novice lift ticket, during the week of January 4th -10th. In addition, and with no obligation to receiving the aforementioned FREE first lesson package, persons will also be able to purchase three additional lessons as part of the *First Tracks Pass* package at a discount price. The *First Tracks Pass* package includes three additional lessons, equipment rental & novice lift tickets, and a FREE Wildcat Mountain full season-pass at the conclusion of the program. The cost for the *First Tracks Pass* package during the special Learn a Snow Sports Month will be only \$189; a savings of \$30 off the normal low price of \$219. The free Learn-to-Ski/Ride and discount *First Tracks Pass* programs are available for first-time skiers & snowboarders only ages 13 and up. Reservations are required and space may be limited.

Please call 1-888-SKI-WILD for more information and to make your free Learn-to-Ski/Ride reservation or visit [skiwildcat.com](http://skiwildcat.com) for more information on all available snow sports programs and lessons.

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Wildcat Mountain is a year-round, family-owned business, located 100% within the White Mountain National Forest in Pinkham Notch, NH. It is home to the 75-year-old Wildcat Trail; New Hampshire's most powerful quad summit chair lift; New England's longest 4-season ZipRider® cable ride, and is renowned for its proximity to Mt. Washington and long season. Wildcat Mountain is rated #1 Scenery and Top Ten in the East for Terrain, Challenge, Value, and Overall Satisfaction (SKI Magazine, Oct. 2009). For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD.