

# NEWS



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FOR IMMEDIATE RELEASE

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## **Wildcat Mountain Supports National January Learn a Snow Sport Month** Learn to Ski or Snowboard Free January 3<sup>rd</sup> through January 9<sup>th</sup>

**Pinkham Notch, NH** – 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 staff of instructors that collectively represents over 850 years of experience and more than 90% certified 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. Wildcat Mountain in New Hampshire joins several other resorts in states across the nation taking part in the snow sport industries campaign to introduce persons to winter sports.

As a special offer to support January's Learn a Snow Sports Month, Wildcat Mountain has joined with Ski NH to invite "never-ers" to sign up for a free Learn-to-Ski/Ride lesson package, including rentals and novice lift ticket valid at Wildcat Mountain only, during the week of January 3<sup>rd</sup> -9<sup>th</sup>. To register for the free Learn-to-Ski/Ride lesson package, Participants must visit <http://www.skinh.com/LASSM/register.cfm> to register and download a Learn to Ski or Ride Free Coupon; they then contact Wildcat Mountain to make a reservation for a limited number of available lesson times every day that week. Spots will be filled on a first-come, first-serve basis after persons have registered online with Ski NH.

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-only full season-pass valid for the remainder of the season 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.

After registering and downloading the necessary Learn to Ski or Ride coupon at Ski NH, please call 1-888-SKI-WILD for more information and to make your free Learn-to-Ski/Ride reservation for available spots 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 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; 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 Variety and Value. (SKI Magazine, Oct. 2010). For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD.