

NEWS



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FOR IMMEDIATE RELEASE

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Wildcat Mountain Heads to Boston Ski & Snowboard Expo, November 19th – 22nd Annual Event Marks Beginning of Winter Season for Many & Opportunity for Discounts and Deals

Pinkham Notch, NH – Anticipation for another winter season builds and from all over New England skiers and riders converge in Boston annually to see or buy the latest gear, plan ski vacations, find lift ticket deals, collect bags of free swag and stickers, and to hear what’s new at all the Eastern, Western, Canadian, and European resorts in attendance. Though the Bayside Expo location carries on despite year-to-year rumors of its eventual demise, Wildcat Mountain will again be attending and located in booths 18 & 19 among other Mount Washington Valley & New Hampshire resorts.

“There are many great shows and events in New England,” says Wildcat Mountain General Manager Tom Caughey. “But, the Boston Ski & Snowboard Expo is one of the most popular and sees such a diverse demographic over the four days of attendance. You speak directly to your dedicated regulars and can also provide those unfamiliar with the resort up-to-date information and offers.” The show begins at 4pm Thursday, November 19th and runs until 6pm Sunday, November 22nd and the schedule can be viewed online at bewisports.com.

Along with news of both continued snowmaking & base area improvements, Wildcat Mountain will invite attendees to visit with a mix of discount offerings including its classic “two-fer” that offers two lift tickets for the price of one (\$65) every Wednesday during non-holiday periods and also the Sunday Afternoon Cruise where late-risers can ski or ride on the afternoon lift ticket for only \$25. Also back again, but at a new lower price, during non-holiday periods are “Aristocat Tuesdays” for skiers age 50+ and “Ladies Thursdays” with both programs offering a lift ticket, lesson, and lunch for only \$45. Another highlighted value of last season that has not changed and keeps pricing low on multi-day tickets, Wildcat Mountain offers the flexibility of upgrading your next day ticket for only \$39...every day, any age.

With other limited Boston ski show ticket discount coupons, many will be happy to know that a special bonus offer will accompany Wildcard sales while show supplies last. On sale now and available until the deadline of December 20th, the Wildcard offers great value and can be considered a mini-season pass offering 3 days of skiing or riding for the low price of \$130. “At the Boston ski show, we’ve had tremendous success selling the Wildcard and for the past 2 years have quickly sold through a limited supply of bonus offers,” said Wildcat Mountain Director of Marketing Thomas Prindle. “It has plenty of vertical value as is, but purchase the Wildcard at the show, and you’ll essentially be getting 4 days of skiing or riding for the price of 2 while supplies last.” Wildcat Mountain will also be able to demonstrate via wi-fi how you can purchase discount lift tickets through Liftopia.com and buy consecutive, multi-day tickets at a 10% savings off the normal rate through the Wildcat Mountain website. There will also be a “Brew-ski” & stay package provided by the Eagle Mountain House located in Jackson, NH raffled off to one lucky attendee.

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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 or call 1-888- SKI WILD.