

# NEWS



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## **Wildcat Mountain Offers \$9 Lift Tickets, Friday, January 23rd** New Wildcat Jib Lot Brings A Little New School to an Old School Mountain

**Pinkham Notch, NH** – Wildcat Mountain’s annual \$9 lift ticket day is set for Friday, January 23<sup>rd</sup> and will mark an anniversary weekend recognizing 51 years of lift-serviced skiing and riding and 75 years from when the Wildcat Trail was first developed. It was only \$9 for 10 gondola rides back in 1958 and for that same original price, it will offer a full-day’s access to over 2,100 vertical feet aboard New Hampshire’s most powerful and arguably fastest summit quad chairlift. The weekend’s events include good times in the Wildcat Pub with a DJ Friday afternoon, the return of Portland’s 94.3fm WCYY and their always good time event on Saturday, and the Sunday Après Chill featuring guitarist/singer Bill Cameron. With guaranteed après events and the option to always upgrade your ticket before 3:30pm for the next day for only \$39, Wildcat offers vertical value and the opportunity to create a 3-day ski/ride weekend beginning Friday, January 23<sup>rd</sup> for less than \$30 a day.

Long known for its challenging natural terrain elements, it has been quite a few years since Wildcat Mountain was able to say that it had a “terrain park” available to new school skiers and riders who have grown up in the sports era of skateboard inspired progression and twin-tips. And now, thanks to a new sponsorship commitment from Coca-Cola Bottling of Northern New England that helped it to acquire 3 new box and rail elements manufactured by Maine-based park feature fabricators Snow Grind, Wildcat Mountain is now offering The Wildcat Jib Lot progressive freestyle terrain area.

Coca-Cola Bottling Company of Northern New England, looking to further expand their brand at the resort, sought to sponsor the Wildcat Jib Lot consisting of three new elements including a 24 foot flat box, 24 foot rainbow box, and 16 foot wide, flat rail. “Recognizing this season that it’s been 75 years since the Civilian Conservation Corp first cut the Wildcat Trail, Wildcat Mountain is a legend among classic New England ski resorts,” said Wildcat Mountain Director of Marketing & Sales Thomas Prindle. “But with Coca-Cola Bottling of Northern New England as a sponsor of The Wildcat Jib Lot, Wildcat Mountain now has some additional appeal among an important and often younger skier and snowboarder set that are less interested in the words ‘history and lore’ than they are in using a newer vocabulary that include ‘switch, nosepress, 50-50, lipslide’ and various quarter, half, full, and multiples of a 360 degree spin to describe their experience.”

Wildcat Mountain hopes that time and resources will allow it to build upon The Wildcat Jib Lot and is considering additional snow features for this season to compliment the availability of progressive freestyle terrain.

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 first cut by the Civilian Conservation Corp in 1933 and is renowned for its proximity to Mt. Washington and Tuckerman Ravine. For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD.

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