

# NEWS



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## **Wildcat Mountain Heads For Boston Ski & Snowboard Expo With News And Deals In Hand** Annual "Trade Show" event open to public is an unofficial kick-off to ski season for many.

**Pinkham Notch, NH** – Just before Thanksgiving of every year, skiers and riders from all over New England converge in Boston 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 resorts in attendance including those from the West, Canada, and Europe. Although the Bayside Expo location carries rumors of its eventual demise, Wildcat Mountain has plenty of news & deals to share this year at the Boston ski show and will be located in booths 15 & 16 among the New Hampshire resorts.

"There are other great shows and events in New England," said Wildcat Mountain General Manager Tom Caughey. "However, the Boston show is one that our guests are most familiar with 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 20<sup>th</sup> and runs until 6pm Sunday, November 23<sup>rd</sup> and the schedule can be viewed online at [onthesnow.com/bewi/boston](http://onthesnow.com/bewi/boston).

Along with news of snowmaking & base lodge improvements, a newly acquired groomer, and the new Wildcat Jib Lot progressive freestyle terrain area, Wildcat Mountain will invite attendees to become part of the legend with this season's weekly offerings of vertical value 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 during non-holiday periods are "Aristocat Tuesdays" for persons age 50+ and "Ladies Thursdays" with both programs offering a lift ticket, lesson, and lunch for only \$55. A highlighted value of last season that has not changed and keeps pricing low on multi-day tickets, Wildcat Mountain once again offers the flexibility of upgrading your next day ticket for only \$39...every day, any age.

With other limited Boston ski show coupons, many will be happy to know that a special offer will again accompany Wildcard sales while show supplies last. On sale now and available until the deadline of December 22<sup>nd</sup>, 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. "Last year at the Boston ski show, we had tremendous success selling the Wildcard and quickly exhausted a limited supply of bonus offers," said Wildcat Mountain Director of Marketing Thomas Prindle. "Let's just say that if you purchase the Wildcard at the show, you'll 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 Liftoptia.com, book ski & stay packages through ARES, and buy consecutive, multi-day tickets at a 10% savings off the normal rate through the Wildcat Mountain website. There will also be a ski & stay package to the Eastern Slope Inn raffled off and an attending representative will be able to share information on vacation ownership opportunities at both the E.S.I and Attitash Mountain Village.

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 in North America and Top Ten in the East for Terrain, Challenge, Value, and Overall Satisfaction (SKI Magazine, Oct. 2008). For further information, please visit [www.skiwildcat.com](http://www.skiwildcat.com) or call 1-888- SKI WILD.

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