



## **Welcome to Powderhorn**

The following Media Kit is a quick and simple way for journalists to find everything they need for their next story. Within this kit you will find the latest information on Powderhorn, as well as a variety of hot story ideas!

If you are a journalist and would like to be added to our press release distribution list, please contact Sarah Allen at 970-268-5158.

Get Powderhorn's Press Releases online:

<http://www.powderhorn.com/content/category/1/3/232/>

## Who's Who at Powderhorn

Looking for that perfect interview? Powderhorn is home to professionals that live and love the ski industry. Contact Sarah Allen at 970-268-5700 to set up an interview.

**Steve Bailey**, President. He has been deeply involved with the ski industry and helped shape Powderhorn for over 10 years. He has served on the Board of Directors for both Colorado Ski Country USA and the National Ski Areas Association.

**Jim O'Loughlin**, Mountain Manager. Jim is one of the leading authorities and innovators for perfect snow year after year. With his team of amazing snowmakers and groomers, Jim is responsible for the 1600 acres of ski-able terrain.

**Sarah Allen**, Marketing Director. Sarah stays on top of all the industry trends and changes. With her team of snow enthusiasts, they keep Powderhorn progressing year after year.

**Kate Belknap-Bruchak**, Ski and Ride School Director. With programs ranging from children to adults, beginners to expert, Kate has ensured that there is a place for everyone at Powderhorn. Ask her about special clinics designed for women, kids, first-timers, 50+ crowd, and terrain park enthusiasts.

**Bill Bruchak**, Ski Patrol Director, works to ensure that the slopes are safe for all of our guests. Look for the bright red jackets on the snow to learn more about skiing and riding safely.

## The Facts

Base Elevation: 8,200 ft.  
Summit Elevation: 9,850 ft.  
Vertical Drop: 1,650 ft  
Skiable Acres: 1,600 total acres

20% Beginner  
50% Intermediate  
15% Advanced  
15% Expert

Average Snowfall: 250 inches  
Snowmaking: 21 acres (when needed)  
Lifts: 4  
1 Quad  
2 Doubles  
1 Surface

## Terrain Parks

New this season, terrain park features are located throughout the mountain offering easier flow and diversity of terrain. Young and old, beginner to advanced will enjoy this new layout and creative features!

The Pepsi Beginner Park is located on Bottom's Up. This park is the place to develop your skills and learn new tricks. You'll find smaller hits, boxes, and a variety of rails that follow the natural progression of ability.

## 2009-2010 Terrain Park Events

December 31	New Year's Eve Rail Jam
January 16	The Horn Park Competition
February 20	The Horn Park Competition
March 6	Kid's Park Challenge
March 14	Rail Jam

## History of Powderhorn

- 1940s** Skiing began on top of Grand Mesa with a rope tow
- 1950s** Mesa Creek Ski Area opened on Grand Mesa with one surface lift
- 1966** Powderhorn Ski Area opened with a double chair and a surface lift two miles below the old Mesa Creek area
- 1970s** Another double chair and more terrain were added to the west side of Powderhorn.
- 1986** Local owners sold Powderhorn to Texas developer. The main double chair was replaced with a fixed grip quad and the surface lift was replaced with a double chair. A wood deck and an addition were added to the daylodge. Parking lots were paved. Mountain improvements included limited snowmaking capability.
- 1988** Condominium garages were replaced with patio units. Time share sales drive marketing efforts for the company. Powderhorn Ski Area becomes Powderhorn Resort.
- 1995** Powderhorn is again sold to a local entrepreneur. The development of Wildewood subdivision is begun.
- 1998** Powderhorn is sold to a western slope investor team, "High West Group, LLC".
- 1999** 5000 square feet is added to the daylodge as well as a 5000 square foot sundeck with bridge direct to the lifts. West side of the parking lots was paved. The hotel/restaurant is renovated, reopened and renamed, Inn at Wildewood and Wildewood Restaurant. Significant infrastructure improvements were completed.
- 2000** Wildewood subdivision was finished and lot sales begun. The paving project was extended.
- 2002** Rooms at the Inn at Wildewood are renovated and enlarged.
- 2004** Two trails and three gladed runs were added increasing skiable acreage by 35 acres.
- 2008** Two new trails were added to the West End of the mountain as well as a Magic Carpet surface lift
- 2009** The Wildewood Restaurant was replaced with the Skiers' Union Cafe & Bar

## 10 Reasons to Visit Powderhorn

1. It's *Powderhorn*. We average 250+ inches of snow each season.
2. The Grand Mesa is the world's largest flat-topped mountain. The views are unlike any other!
3. The Ski & Snowboard School offers tons of special programs as well as lessons for kids as young as three.

4. Free base area parking
5. Short lift lines
6. Affordable prices
7. Some of the best tree skiing and riding in Colorado
8. Affordable slopeside lodging with discount lift tickets
9. Terrain park features located throughout the mountain
10. Base area facilities offering two restaurants, shopping, rentals, meetings space, and lodging

## **Schedule of Events 2009-10**

### **December**

**12/17 Opening Day:** Come be one of the first to hit the slopes for the 2009-10 season!

**12/19 Santa's coming to Powderhorn:** Join the Ol' Elf himself for Breakfast at the Sunset Grille from 9-11am. A portion of the proceeds will be donated to Hospice of the Plateau Valley.

**12/19 Telemark Clinic:** Here is the perfect opportunity to take up Nordic downhill or to improve your skills. These one-day clinics are open to all levels of skiers. Come for one, two or all three clinics.

Dates: December 19, February 20, March 20

Cost: Clinic - \$50, Lift Ticket \$20, Rental - \$15

**12/20 Mountain Worship:** Mountain Worship is an inter-denominational worship service held on the slopes at Powderhorn Resort each Sunday at 1:30PM. Each week a different church or group from the area will lead the approximately 20 minute service.

**12/31 Young at Heart Ski Groups:** For the 50+ crowd, ski or ride with a Powderhorn guide in groups. This group is all about having fun and meeting new people! An après ski party is held after every ski day. Group meets every Thursday through the season. Come one week or every week. Sign in at Ski School desk by 9am. Cost: \$35 lift tickets, \$8 après ski party

**12/31 New Year's Eve:** Ski out 2009 and welcome 2010!

The New Year's Eve Rail Jam begins at 3pm until dark. The Sunset Grille will be serving up a great dinner until 8pm. And the big show begins at 6pm as the Powderhorn Ski Patrol light up the slopes with the annual Torchlight Parade & Fireworks show.

### **January**

**1/01 – 1/03 Magic 93.1 Learn to Ride Series – Intensive:** This series is for first timers, new to the sports of skiing or snowboarding. Attend all 3 sessions and get a season pass FREE for the rest of the season! Participants must be first timers and must attend all 3 sessions to qualify for their season pass. No refunds and no other discounts apply.

Weekend Series: January 9, 16, 23

**1/6 Men's Days Wednesdays Begin:** Wednesdays are for the mountain men! Guys get \$10 off their lift ticket every Wednesday throughout the season. NEW this season!

**1/7 Her's Days Thursdays Begin:** Thursdays are for the women of winter! Ladies get \$10 off their lift ticket every Thursday throughout the season. NEW this season!

**1/10 Women's Clinics:** These clinics are taught by women for women. Come for several in a row or just drop in anytime. Clinics are offered every Sunday afternoon and Thursday morning. A party is held every Thursday afternoon!

**1/10 Powdercats:** So what's a Powdercat? A Powdercat is a skier ages 4 thru 8 who wants to improve their skill level, learn safety and have a great time. These clinics run every Sunday through January 31.

**1/10 Freeriders:** Eight full day lessons (includes lunch) for kids who want to learn to ski and ride the whole mountain. The emphasis is on having fun while still riding safely.

**1/16 The Horn Park Competiton:** Skiers and snowboarders of intermediate and advanced abilities are welcome to compete for cash and prizes. It's a relaxed yet competitive event of rails and jumps.

**1/30 5th Annual TeleFest:** This event is a full day of freeheel craziness! There is an uphill/downhill race, professional clinics, t-shirt and swag bag for registrants, free demos, and a great après ski party with food and drink.

## February

**2/13 Colorado Discover Ability Ski Challenge:** A day of racing to benefit Colorado Discover Ability! This event brings together disabled and non-disabled skiers. To enter, skiers receive donations for Colorado Discover Ability from individuals and business sponsors. Proceeds will benefit athletes with disabilities. Winners can receive gear and a season pass!

**2/13 Higher Love Fundraiser:** Powderhorn again hosts a day to raise awareness and funds for the Latimer House. This great local non-profit organization provides shelter and counseling for victims of domestic violence and abuse.

**2/20 The Horn Park Competiton:** Skiers and snowboarders of intermediate and advanced abilities are welcome to compete for cash and prizes. It's a relaxed yet competitive event of rails and jumps.

**2/22-28 Plus Card Free Week:** Guests that purchased a Plus Card will enjoy an entire week of free lift tickets!

## March

**3/6 Kid's Park Challenge:** A fun, laid back beginner terrain park competition full of prizes.

**3/13 J5 Ski Racing Finale:** Powderhorn is host of the J5 class ski racing finals for the second year in a row. Hundreds of racers from all over the Rocky Mountains will be racing slalom and giant slalom courses.

**3/20 Guest Appreciation Day:** A day to say thank you to all our guests with discounted lift tickets, deals on food, live music, games, prizes and The Great Mascot Race.

**3/28 SlushSprocket Bike Race:** It's time to get crazy and celebrate the end of the season! The SlushSprocket is a downhill mountain bike race on the snow. Just \$5 to enter. We'll get you to the top of the race course...it's your job to try and stay on your bike for the ride down! Winners will receive cash & prizes.

**3/28 Closing Day:** It's the last day of the season and we're planning on going out with a bang. Start digging in the closet or hit the thrift stores and find the best old school outfit you can. It's the one day when day-glo is cool again.

## Track Powderhorn

Find Powderhorn on these social networks for updates, pictures and video!

Twitter- [www.twitter.com/SkiPowderhorn](http://www.twitter.com/SkiPowderhorn)

Facebook- [www.facebook.com/PowderhornResort](http://www.facebook.com/PowderhornResort)

My Space- [www.myspace.com/powderhornresort](http://www.myspace.com/powderhornresort)

## Powderhorn Media Policies

### Media Visits

We are pleased to provide assistance whenever and wherever we can to media visiting Powderhorn. We would like to recommend the following tips to ensure your visit is most enjoyable.

### PR Contact Information

Please contact the Powderhorn PR office at 970-268-5700 once you know your arrival dates, times, and members in your group. We'll need to know the purpose of your visit and your media affiliation. If we haven't worked with you before, we may ask for a letter of assignment stating the basis of the story and publication/air date.

### While You are Here

We are pleased to help with story ideas, photography support, ski/snowboard school information, and guides around the resort. We can also aid you in connecting with guests, associates, instructors, patrollers, snow makers, and more. With at least 24 hour notice we can also assist TV crews with skis, snowboards, or snowmobiles.

### Lift Tickets

Complimentary lift tickets are prearranged for media directly responsible for producing the editorial piece. Media includes reporters, editors, photographers, journalists and filmmakers. Due to the large numbers of media that visit Powderhorn, we cannot issue lift tickets to spouses, friends, children or significant others. To further expedite getting on the snow, please arrange lift tickets prior to your arrival.

### **Online Media Center**

Current media kits may be requested by media through e-mail at [sallen@powderhorn.com](mailto:sallen@powderhorn.com). Or you can download media kit materials online at [www.powderhorn.com](http://www.powderhorn.com).

With online access you'll be able to download news releases, fact sheets and color photographs. You will also find great story ideas and special events information. The web based Press Room and information is for the exclusive use of credentialed members of the media.

### **News Releases**

News Releases are posted as soon as they are available. You may also download news releases online.

### **Photo & Video Archives**

Powderhorn maintains the photo archives. Some archived photographs (300 dpi) are available online. Contact Sarah Allen for additional photo or video resources.

### **After Your Visit**

Please notify us of published stories so we may keep our files updated. This assists us in better helping you with future projects.

### **In the Know**

To get the most up to date info, just use our online Press Room.

Media Page link:

<http://www.powderhorn.com/content/section/1/229/>

### **For more information, members of the media should contact:**

Sarah Allen

Marketing & Communications Director

970-268-5700

[sallen@powderhorn.com](mailto:sallen@powderhorn.com)

### **Broadcast Production Guidelines**

**The following guidelines are to be observed at all times.** These guidelines have been established for the safety of our guests and associates. Thank you for your cooperation!

- **All media representatives with photo, radio, video and/or TV equipment MUST** be accompanied by an assigned Powderhorn escort AT ALL TIMES while on Powderhorn property.
- **All photo/radio/video/TV media representatives** are to remain on public areas only, and are never allowed in any restricted areas except by special permission from a Powderhorn associate.
- **Media representatives and all associated production activities** are not allowed to

- inconvenience resort guests in any way.
- **Media representatives may interview guests** only with the explicit consent of that guest and a Powderhorn Associate.

## **2009-2010 MEDIA PASS POLICY**

Powderhorn will issue a complimentary lift ticket and equipment (if needed) to any reporter, photographer or videographer working on assignment.

In addition, Powderhorn will issue up to two complimentary tickets to the **full-time** media personnel listed below who want to visit the Resort for a leisure visit.

These passes are limited to two per position for one visit during the season. Only news department employees are eligible for these passes; promotions and advertising personnel are encouraged to call their promotions contact at the area for inquiries about tickets. We are aware that some newspapers, Internet media, radio stations and television stations prefer their personnel not accept complimentary passes to events and attractions. We respect this policy and gladly will refuse passes to those personnel if so indicated.

Any individual whose full-time job falls within one of the following categories will be issued up to four tickets the day of their visit to the Resort. Media should bring a business card, or if they do not possess a business card, a letter on station/publication letterhead confirming their full-time status and stating their job title. In addition, media should bring photo identification with them the day of their visit. Media must show BOTH pieces of identification to the Guest Relations office to receive the complimentary tickets.

### **NEWSPAPERS/MAGAZINES/INTERNET MEDIA**

Publisher, Reporters, Editors, Photographers, Writers, Webmasters

### **RADIO STATIONS**

Owner, Program Director, General Manager, News Reporters, News Director, On-Air Personnel, Assistant News Director, Producers

### **TELEVISION STATIONS**

Owner, News Reporters, General Manager, Producers (Non-advertising), News Director, On-Air Personnel, Assistant News Director, Field producers, Program Director, Videographers, Assignment Editors, Production (Non-advertising)