

PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contacts:

Matt Sawyer, Director of Marketing

413.528.2000 x 160

eMail: marketing@skibutternut.com

70+ Ski Club Race February 1st at Ski Butternut

Great Barrington, Massachusetts: Ski Butternut is happy to host the annual **70+ Ski Club ski race** on Wednesday February 1st. The race will take place in the Main Street race arena. The race is open to any member of the 70+ Ski Club. The modified giant slalom race starts at 11:00 a.m. Registration for the event will take place in the Lower Lodge in the morning prior to the race. Lift tickets are just \$10 for anyone age 70+. Ski Butternut's Ski School desk staff will be happy to assist anyone with directions or information if needed.

Richard T. Lambert is the club president and organizer for this event. He informed me that he now breaks down the race into the following age groups: 70-74, 75-79, 80-84, 85-89, and 90+. "All entrants 90 years of age or older are recognized every year regardless of their racing prowess. We don't have too many that still race as they get on into their nineties, so those that do deserve special recognition" stated Lambert.

The race is for members of the 70+ Club only. But it's easy to become a member. Cost to join the 70+ Club is just \$10. Bill Lambert is usually prepared to sign people up the morning of the race if needed. But please bring proof of age. A driver's license is best. You can speed up the process by printing off their online application, and filling it in prior to the race, visit www.70PlusSkiClub.com.

Last year Mr. Lambert gave out gold, silver and bronze medals to winners in each age category based on the fastest times. Lambert said "Let me tell you we have a lot of seniors that can really ski. This is a competitive group; notwithstanding our advanced ages we still know how to have fun."

We are proud to say that for the past few years the fastest racer has been Gerhart Menzel, still an active member of the Butternut Ski Patrol who handles much of the staff's sled and toboggan training.

For more information on the 70+ Ski Club or the race contact:

Richard T. Lambert - President - 70+ Ski Club

1633 Albany St.

Schenectady, NY 12304

Fax 518 346 5248

Home Phone 518 346 5505

Email: rtl70plus@aol.com or visit www.70PlusSkiClub.com

Ski Butternut sells midweek lift tickets to seniors age 70+ for only \$10. We also offer a season pass for seniors ages 70+ for only \$99 that is valid every day of the season. It's a great deal if one visits the mountain often enough midweek or if one likes to ski on weekends. Many seniors purchase the pass so they can enjoy skiing with other family members and friends who may not have the freedom to ski midweek.

For more information on Ski Butternut, including our super affordable \$199 season passes - which go on sale for next winter starting in February and carry with them the bonus of skiing all of March and into April of this winter for free as a bonus for purchasing early - visit www.SkiButternut.com. Ski Butternut also offers cheap \$15 lift tickets every Monday, Tuesday, Wednesday, and Thursday all season long (excluding our holiday periods) and then everyday starting March 13th through the end of the season including weekends is a \$15 lift ticket day. For more information or to request a Ski Butternut brochure, call 413-528-2000 or visit our web site at www.SkiButternut.com.