

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Great Barrington, MA – Ski Butternut offers a \$25 1st-Times Learn-to-Ski or Learn-to-Snowboard Early Season package.

Package is available from Opening day (likely November 27th the day after thanksgiving) through Dec. 22.

Who - Package is designed for 1st timers – Ages 7 years and older, who want to learn for the 1st time how to ski or snowboard.

What – These 1st-Timers will get a **beginners area lift ticket, special 1st timers learn-to-ski or snowboard lesson** and **rental equipment**. This is an incredible special taught by Members of Ski Butternut's 250 member professional Ski Instructor staff

When – Opening day to Dec. 22nd. Lessons are available at many convenient times every day. Please see website for complete listing of 1st Timers lesson times. Guests please be at the mountain one hour before lesson times to comfortably get equipment and get ready for a grand time on snow.

Where – Lessons will be taught on Ski Butternut's gentle beginner slopes located directly behind the Rental building. There the guest will find a series of 4 carpet lifts. These perform much like a moving sidewalk. Guests will learn the basics on these carpets. There is no need to concern oneself with having to learn to ride a chairlift or overcome the fear of being suspended high in the sky. The carpets make it easy and fun.

Why – Ski Butternut knows people are loyal to the mountain where they first learn. Guests will usually make their first five to eight visit where they first learned, before possibly trying another mountain. Ski Butternut also knows that loyalty continues when the mountain makes it affordable for them to enjoy a new sport. Ski Butternut has just such a package. We encourage our guest to take advantage of our special **\$70 Return to Learn package**. This special package is only available for 1st timers who learn on our slopes this season.

In addition Ski Butternut makes skiing affordable in many other ways: We offer affordable season passes, affordable season ski or snowboard rentals so once a person falls in love with either of these two incredible winter sports we continue to offer them an incredible value. Our Ski School Director Mark Goodman comments – “Most people new to the sport need to go 3-4 times their first winter to become very comfortable in the sport. Every winter we teach hundreds ages 7 to 70+ years of age how to ski and snowboard.”

How – Come to Ski Butternuts Rental Building anytime between opening day and Dec. 22nd and ask for our \$25 1st-Timers Learn-to-Ski or Learn-to-Snowboard package. It all starts in the Rental building.

Can't make it for this early season special.

Ski Butternut still believes in making skiing affordable to all, especially families.

So they offer a \$70-1st-Timers Learn-to-Ski or Learn-to-Snowboard package, every day, all season long. This package has a value for an adult of \$125 = \$55 weekend Lift ticket, \$35 Rental equipment and \$35 Group lesson. So even at \$70 it is a great value but at \$25 it represents a \$100 savings.

All 1st Timers going through the Ski Butternut program will be given a specially marked lift ticket. They want to KEEP THIS PASS as it is their ticket to purchasing the RETURN TO LEARN package for only

\$70 every time they come back to the mountain this winter. Guests will need to show the cashier this specially marked 1st timers lift ticket. No ticket - no great return to learn \$70 rate.

Ski Butternut – 22 trails - 12 lifts – a Powerful Snowmaking system that covers 100% of the mountain – a reputation for great grooming - Tubing Center - 2 day lodges - 250 member professional PSIA Ski School, On mountain Ski & Snowboard Shop. A great place to learn.

Ski Butternut is only 2.5 hours from NYC or Boston.
380 State Road – Route 23,
Great Barrington, MA 01230 – www.SkiButternut.com – 413.528.2000.

Guests can find a number of ways to save money and many other great deals by going to:
www.SkiButternut.com -> **All Rates -> Steals & Deals.**

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