

PRESS RELEASE

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Great Barrington, MA – SnowEast Magazine readers rate Ski Butternut as their #1 favorite medium-sized mountain on the east coast! A majority of respondents, participating in the magazine's annual reader survey, chose Ski Butternut as the best ski and snowboard mountain with under 1,100 feet of vertical. Ski Butternut offers a 1000ft vertical.

The survey ranked east coast ski mountains based on a variety of criteria, ranging from aesthetics to grooming and snow making. By a significant margin, the magazine's readers also ranked Ski Butternut as their #1 favorite "Classic" ski and snowboard area and the mountain also was ranked 1st among all Massachusetts ski areas.

Ski Butternut #1 Mountain under 1100ft vertical

Ski Butternut #1 Classic Mountain

Ski Butternut #1 Massachusetts Ski Area

In addition, Ski Butternut was the only Massachusetts resort to place in the "**Favorite Grooming**" category and the **neighboring town of Great Barrington, Massachusetts, was hailed by SnowEast readers as their "Favorite Destination Ski Village"**. This ranking acknowledged the town's unique and varied lodging, dining, recreational and other amenities, as well as its eclectic ambiance and scenic beauty.

Although the survey does not represent a true "scientific" sample, the magazine noted, it does indicate how its readers view northeastern ski areas in general. Ski Butternut's competitiveness in the vote indicates the mountain is fast becoming a favorite for many skiers and riders.

"We take pride in the results," said Ski Butternut's Director of Marketing, Matt Sawyer. "Our #1 rankings in the survey indicate that our commitment to providing families, skiers and snowboarders the friendliest, highest-quality riding experience is appreciated by our guests!" In fact, the latest survey is not the first time Ski Butternut has received national recognition. In years past SKI Magazine touted the Berkshire mountain as "*a true family mountain*" and "*family gem*", praising its friendly ambiance, affordable pricing and effective teaching programs and terrain.

Numerous on-mountain interviews for Ski Butternut's professionally produced website videos support those observations, with one skier describing the mountain as "a hidden gem with beautiful trails, excellent snow conditions and friendly staff." Another boarder interviewed agreed, saying Ski Butternut "is without a doubt, the best family mountain and the best kept secret in all of New England!"

After the latest findings released in the November issue by SnowEast Magazine www.snoweastmagazine.com, that "secret" may now be out of the bag! More and more skiers and boarders who visit Ski Butternut each season are discovering that the mountain offers a

big-mountain experience in a family-friendly atmosphere at prices unmatched by any other ski resort!

“We have become the mountain of choice for many families and individuals who prefer to spend more time on the slopes and less time driving, all while saving money,” noted Sawyer, observing that Ski Butternut is just over an easy two and one half hour drive from New York City or Boston.

With dozens of superb inns, bed and breakfasts, motels and other lodging nearby, as well as an extensive selection of fine culinary options, Ski Butternut has also become a favorite holiday and weekend destination as well, hence Great Barrington's top ranking as a “Favorite Destination Ski Village”.

“Our focus at Ski Butternut is on giving each guest, skier or snowboarder, young and old, the highest quality, most affordable mountain experience possible,” concluded Sawyer. “We think these survey rankings merely celebrate our daily commitment to that principle.

Sawyer promised that Ski Butternut was not going to rest on its laurels.” “We'll continue to look for ways in which we can further advance our mountain's already sterling reputation as the ski resort of choice in the Berkshires!”

Ski Butternut is located in the South Western corner of Massachusetts, less than 2.5 hours from NYC or Boston.

The mountain offers a nice variety of green, blue and black diamond slopes with 22 trails in all, 2 Terrain Parks, 1000ft vertical, 100% Snowmaking coverage, 12 Lifts (including 3 quads and four carpets), a Tubing Center and on mountain ski and snowboard shop. Details are available at www.SkiButternut.com. Simply put Ski Butternut is a nice, fun, family oriented mountain and guests get it all at a great rate!

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