

PRESS RELEASE

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Great Barrington, MA – Ski Butternut proudly celebrates its new, professionally-produced ski and snowboard marketing and other videos now playing on its website, www.SkiButternut.com! These entertaining videos, created for Ski Butternut by a Berkshire County video production company, SpinningHorse Video Productions, uniquely capture the beauty, excitement and family fun at Ski Butternut!

Over the past winter, SpinningHorse Video's EMMY Award-Winning Video Journalist, Alan Mack, braved frigid temperatures, blinding snow and steep trails to shoot, produce, write and edit more than 25 powerful marketing, instructional and other videos for the mountain. Mack has more than 29 years experience in television news and video production.

During Ski Butternut's last season, which stretched from November through March, Mack shot more than 40 total hours of footage, covering everything from the mountain's aesthetic beauty to its challenging terrain to its industry-leading ski school programs for first-time skiers and snowboarders, families and children! Skillfully conducting interviews with customers, management and staff, Mack incorporated these soundbites into mini-documentaries of between one and six minutes in length.

To enhance each video's impact, SKI Butternut collaborated with local musicians and song writers to include their special compositions in many of the on-line productions. Local artists such as Robin O'Herin and Tom Ingersoll and groups such as "Spaghetti Cake" and "Xavier" all contributed their talents to making Ski Butternut's videos some of the best in the business!

"No other mountain on the east coast of the United States is producing videos of the quality and scope of those we currently feature on our website," said Sawyer, noting that much of the credit goes Mack's journalism training and talent. Aggressive, professional on-line videos, Sawyer noted, will play an increasingly larger role in the mountain's future marketing plans, Sawyer added.

Sawyer noted that Mack was also a life-long expert skier and experienced ski instructor.. "It's definitely his unique blend of skills and experience that makes a huge difference in the quality and effectiveness of Ski Butternut's videos, concluded Sawyer. More of Mack's work is featured on his own company's website, www.SpiningHorseVideo.com.

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