

FOR IMMEDIATE RELEASE

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Free Ski & Snowboard Lessons at Blue Mountain Resort National Learn to Ski and Snowboard Month events in January

Palmerton, Pennsylvania (3 January 2019) – January is National Learn to Ski and Snowboard month and Blue Mountain Resort is celebrating all month long. Skiing and Snowboarding is a great way to beat the winter blues and the Resort is excited to be part of a movement that encourages people to get outdoors and be active. The Learn to Ski and Snowboard/Bring a Friend initiative began in 2009 and has since expanded, promoting taking lessons from professional instructors. To encourage newcomers to the sport, there will be discounted family and friends lesson packages, free beginner lessons, and Bring-A-Friend promotions throughout January.

- Learn to Ski and Snowboard Specials:
 - FREE Beginner Lessons on Friday, January 11, 2019 (\$95 value) Lessons are available at 10am, 12pm & 2pm. Register at www.skiblueMt.com
 - Includes Learning Hills Lift Ticket, rentals, and 1.5 hour lesson
 - Ages 8+
 - Family & Friends Lesson Package: \$179
 - Package is for 3 people and includes a limited lift ticket, rentals, and 1.5 hour lesson for each person in the group.
 - Available every weekend in January, except 1/19-1/21/19. (MLK wknd)
- Bring-A-Friend Promotion:
 - Season pass holders are encouraged to use their FREE buddy pass during the month of January to introduce a friend to the sport.
- Safety Week kicks off January 7th-11th –know the skier code and learn how to stay safe while enjoying the slopes. Learn more about the Bars for Bars Program, and win cool prizes with the Ski Patrol Scavenger Hunt
- College Discount Days kick off January 7th-11th and then again January 14-18th. College students receive an 8-hr lift ticket for \$30 with a valid student ID.

Any media interested in covering this exciting event and opening weekend should contact Tricia Matsko, Director of Sales & Marketing. Please include your telephone number and the name of the media outlet in which the story will run.

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BlueMountain RESORT

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