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FOR IMMEDIATE RELEASE

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Blue Mountain Resort Hosts USA Olympic Luge Team at 9th Annual Winter Fest
Celebrate the 40th Anniversary and Break Cabin Fever

Palmerton, Pennsylvania (8 January 2018) – This year, winter takes on a whole new meaning while the USA competes in the 2018 Winter Olympics. To celebrate both the Olympics and their 40th Anniversary, Blue Mountain Resort will be holding its 9th annual Winter Fest on January 27th and 28th.

Winter Fest was designed to get people outdoors in the winter months to have some fun and create memories that will last a lifetime. Free for all ages and full of a variety of events and activities, the festival is perfect for those who don't ski and snowboard but are looking for something to do to beat the winter blues. This year's festival is on Saturday, January 27th from 11am – 6pm and Sunday, January 28th from 10am – 2pm.

The festival takes place at the Summit Lodge, located on top of PA's highest vertical and offering the most picturesque views of the Pocono Mountains. Guests looking for something to do with friends and family will find everything they need at Winter Fest, including:

- 40th Anniversary Birthday Bash – Saturday, January 27th at 5pm
- USA Olympic Luge Team – Saturday, 12pm – 5pm & Sunday 10am – 2pm; try out the track, ages 10+!
- Ice Carving
- Ice Thrones & Slides
- Dog Sledding
- Meet the Cast of “Frozen”
- Fire Dancers
- Snowmaking Tours
- Snowtubing with Carver
- Carver's Coloring Contest
- Live Entertainment at Last Run Lounge
- Fireworks – Saturday at 6pm

Skiing, snowboarding, and tubing will be available at normal weekend rates. Guests do not have to ski, snowboard, or tube to enjoy Winter Fest! More information about Winter Fest can be found on the Resort's website at www.skiblument.com

Any media interested in covering this exciting event should contact Melissa Yingling, Marketing Specialist, at myingling@skiblument.com or 610-826-7700 x1234. Please include your telephone number and the name of the media outlet in which the story will run.