

## FOR IMMEDIATE RELEASE

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### **Blue Mountain Resort provides SNOW for local Winterfest**

**Palmerton, Pennsylvania (8 January 2019)** – Blue Mountain Resort is helping its neighbors in Pottsville, Pennsylvania by trucking in snow for the towns Annual WinterFest.

The event takes place Saturday, January 12<sup>th</sup> on 2<sup>nd</sup> St. between Market and Mahantongo in Pottsville. Since Mother Nature has not been very cooperative this season, the organizers of the event are sending a truck to Blue Mountain Resort Thursday night to pick up the snow. Snow makers will make a batch of snow specifically for this event and will dump the snow into the trucks for delivery. The snow will be used for a Snowman Building competition at the event. The Pottsville WinterFest includes Ice Skating, Live Music, Craft Vendors, Food Trucks and a Beer Garden. This is a family friendly event from 11am-5pm on Saturday, January 12<sup>th</sup>.

**January is also Learn to Ski or Snowboard Month.** Blue Mountain Resort is giving FREE Lessons on Friday, January 11<sup>th</sup> and offering Family & Friends Lesson packages at a savings of \$100.00. Any media interested in covering Friday's event Ski and Snowboard Day, Pottsville's WinterFest, or getting out and doing a special on learning how to ski or snowboard, the mountain would be happy to offer complimentary lessons to media personnel covering the story.

Any media interested in covering the event 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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