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SIGNATURE STORY IDEAS

STORY ANGLES: Quick Picks for Ski Town, U.S.A.®

Industry/Business:
- Improvements & Steamboat Unbridled
- Top Family Resort in North America
- iCORIS, Cutting-Edge Innovation At SCR
- PURE Pass Program
- Eddie Bauer Uniforms
- Downhill Biking Hits The Boat

Events:
- Scholarship Day-Traditional Opening Day Benefit
- Strike the Right Note: MusicFest & Rock the Boat
- Best in Brand-Cowboy Downhill, Winter Carnival
- 4 Alarm Race: National Firefighters Hose Race
- Adaptive: STARS Adult and Kids Camps
- Springalicious: End-of-Season Spring Events

Safety:
- SlopeWise Safety Program & Helmet Initiative
- 28th Anniversary of Doctors On The Slopes
- 12th Anniversary Safety Poster Contest
- National Safety Awareness Week
- Beacon Basin Avalanche Course
- Tree Well Signage

Education-Growing The Sport:
- Family Privates Growing Trend
- Guaranteed Learn-To-Ski/Ride Programs
- Free Clinics with Olympians
- 4 PSIA/AASI National Team Members & 7 Olympians On Staff (*unmatched within industry*)
- CNN Airport Network carries Steamboat Olympian ski/ride tips
- New KVC Palomino & Snowboard Programs

Culinary:
- New Cabin Bar & Grand Cafe at Steamboat Grand
- Award-Winning Zero-Waste Initiative
- Top Hot Plates and Culinary Creations at 9,000ft
- Signature restaurants-Hazie's & Ragnar's as well as Western BBQ hold line on pricing
- Culinary Engineers Abound In Yampa Valley As Elite Chefs Create Daily Specials
- All-Natural, Free Trade, Sustainable, Organic, Transfat Free Part of Resort Culture

Winter Games:
- Steamboat Has Produced 79 Winter Olympians & Counting Earning Ski Town USA Moniker
- 1st American Olympic medals: Kidd; Dunn; Spillane & Demong
- Athletes: Kidd, Carmichael, Mayer, Lalive, Spillane, Simmons & More!
- Five-Time Olympians are rare-Steamboat has one- & three, 4-Time Olympians
- Ski 4 Yellow-Olympians Ski for Cancer

Ecology:
- Renewable Energy Offsets Portion of Electricity
- Award-Winning Eco Programs
- Guided Nature Tours Open Visitors To The Wild
- Environmental Fund Grants Nearly $270,000
- Zero-Waste Initiative & Composting Program
- Pine Beetle Management
- Low-Energy, High Efficiency snow guns
- Guided Nature Tours (Ski/Snowshoe)

Luxury/Pampering:
- The Grand Spa @ The Steamboat Grand
- Guide Gourmet Snowshoe
- Strawberry Park & Old Town Hot Springs
- Ultimate Demos & In-Room Fittings
- Sunrise Wild West Balloon Tour Of Steamboat
- High-End Luxury Properties now Open
- High Altitude Dining @ over 9,000'
- Three Fork Ranch

Populace:
- Park Smalley-Father for Freestyle
- Sherman Poppin-Grandfather of Snowboarding
- Steve Swanson-NASA Astronaut & Spacewalker
- Billy Kidd & Nelson Carmichael-Skiing Icons
- John Banks-the Lighted Man
- Ray Heid-Rancher, Olympian & Telemarker
- Verne Lundquist-Sports Announcer Extraordinaire
- Loris 'Bugs' Werner-1st family of Steamboat

Family/Kids:
- New Signature Four Holiday Program
- Kids Ski Free 1st resort starting in 1982
- Kids Fly Free-Industry Innovator
- Kids' Vacation Center-Bigger & Better than ever
- Winter Carnival Celebrates 99th Year of Fun
- Steamboat MountainWatch-1st to offer program.
- Family Privates Growing Trend

Simply Steamboat:
- Champagne Powder® Snow
- Ski Town, U.S.A®
- Real Town/Western Heritage
- Steamboat Springs Winter Sports Club
- Birthplace of Nordic & freestyle skiing in Colorado
- Winter Driving School, Powdercats, Steamboat MountainWatch, Unique to Steamboat

Champagne Powder® snow:
- Champagne Powder® snow trademark of Steamboat
- 4 out of past 6 winters see 400+" of snow at resort
- 4-Wire Winters ranchers' way to measure snow in Yampa Valley
- Inclusion in 13 Warren Miller films since 1982
- Storm Peak Lab Celebrates 30th Anniversary

History:
- Howelsen Hill: Colorado's Oldest Ski Area in Use
- City of Steamboat Springs Celebrated 100 Anniversary in 2000
- 4 Centennial Ranches in Yampa Valley
- Yampa Valley Community Foundation Celebrates 30 Years

Women's Programs:
- Armstrong, Olympic Gold Medalist, & 3x Olympian Lalive Host Women's Ski Clinics
- Steamboat's Women's Ski Clinics Celebrate 28th Season
- Women's Wednesday Clinics
- Grand Spa

Access/Direct Flights:
- 26th Season-Big Jets, Great Fares & Easy Access
- New weekend Newark nonstop operations
- $15+ million invested in past six years
- $9 million Phase III improvements completed
- WAM Air Surveillance System-1st in US
- Most Convenient Airport in Rocky Mountains

Technology:
- Steamboat MountainWatch
- iCORIS-Cutting edge in vacation booking
- Satellite Uplink Facility
- Social Media-Steamboat Connected
- LE, HE snowmaking guns change industry
- Storm Peak Lab-Studying Climate at 10,000 Feet
- New Steamboat Ski & Sport Pro Shop

Terrain Parks:
- Steamboat's Nick Roma the lone American on 2010 Olympic BoarderX & SkierX course team
- Progressive Parks Evolve Skills Across Steamboat's four terrain parks
- Cross Course debuted last winter in Bashor
- Special Mavericks Freestyle Park & Pipe Clinic
- ParkWise promotes terrain park etiquette, awareness, education and safety

Western:
- Real Town/Real West-100 Year Old
- F.M. Light & Sons-100+ Years in Business & Still Going Strong
- 494 Ranches in Valley with 111 Ranch brands featured on Centennial Hall Door
- Lincoln Avenue wider than most main streets to accommodate cattle in early 1900s
- Ranch families integral part of Winter Carnival

INDUSTRY/BUSINESS

MILLIONS IN ON-MOUNTAIN IMPROVEMENTS OVER PAST SIX YEARS: Over the past six seasons, millions in on-mountain improvements have been made to the Steamboat Ski Area. A number of on-mountain improvements are designed to enhance the overall resort experience for the upcoming 2011/2012 winter season. See Steamboat Improvement release for additional details on specific projects.

2011/2012 Season	2010/2011 Season	2009/2010 Season	2008/2009 Season	2007/2008 Season	2006/2007 Season
Gondola Square	Terrace & Umbrella Bar at Bear River	Kids' Vacation Center	Snowmaking/Grooming	Christie Peak Express	Sunshine Express
Cabin Bar	Snowmaking	Ski School Ticket Office	Meadows Parking Expansion	Headwall Re-Grade	Sunshine Bowl Trail
Snowmaking	Hike & Bike Master Plan	Meadows Parking Lot	Master Planning	Snowmaking Expansion	T-Head Food Court
Grooming	Pine Beetle Mitigation	Snowmaking Expansion	Steamboat Ski & Sport	Mountain Trail Signage	Rendezvous Food Court
Pro Shop	Terrain Park Rails	First Aid Facility	Information Technology	T-Head Kids' Cafeteria	Zaugg Pipe Cutter
Downhill Bike Trails		Zero Waste Initiative		AEDs	Snowmaking Expansion

STEAMBOAT UNBRIDLED: The City of Steamboat Springs established a redevelopment authority five years ago to incentivize redevelopment of the resort's base area. *Steamboat Unbridled* represents a renaissance to the mountain area, downtown and Steamboat/Hayden Airport that holds true to the heart and soul of *Ski Town, U.S.A.*® A sweeping array of pubic improvement projects at the base of the Steamboat Ski Area are putting the finishing touches on an area that people have loved for decades. www.steamboatunbridled.com

Promenade: The final elements of this five-year project come to fruition when the heated public promenade, which encircles the base of the ski mountain, connects guests to Steamboat's distinctive locations: shopping, dining, accommodations and transportation. Formerly diverted underground, the summer seasonal day lighting of Burgess Creek will return the sound and energy of Champagne Powder in the liquid form to the mountain base during summer as it courses south along the new Promenade.

Outdoor Stage: A new permanent outdoor concert/performing arts stage will host public performances as well as the Bud Light Rocks the Boat Free Concert series. Located in Gondola Square, the new open air stage is a multi-level facility featuring public restrooms on the lower level.

Steamboat/Hayden Airport: Phase III, the $9 million and final portion of the overall $15 million plan, includes a new passenger arrival area, a second baggage carousel, full-service main level restaurant, walkway linking ticketing and bag claim, expanded TSA passenger security entry, improved concessions and passenger amenities including a large gas fireplace and panoramic window views. Overall, 8,436 sq. ft. of terminal space has been created and another 18,000 sq. ft. in the existing terminal was replaced or remodeled greeting travelers in November 2011.

NORTH AMERICA'S #1 FAMILY RESORT: SKI Magazine recognized Steamboat as the **#1 Family Ski Resort in North America** in its annual Top Resort Guide, Oct. 2009. For nearly a decade Steamboat has been featured as one of the premier family destinations by the readers and editors this industry barometer. The resort has earned a reputation in the industry as the leader in family programs with the original Kids Ski Free and Kids Fly Free programs and its dedicated children's center with day and evening programs, its location system Steamboat MountainWatch and kids' specific terrain/lifts.

KIDS SKI FREE™: Steamboat pioneered the first Kids Ski Free program in the ski industry back in 1982. Steamboat's Kids Ski Free program, valid the entire season, enables children 6-12 years old to ski free the same number of days as their parents when a parent purchases a 5-or-more-day lift ticket.

VALUE PROGRAMS, COMPLIMENTARY TOURS AND SERVICES: Kids Ski Free™, Kids Rent Free, Early Rewards & other special packages; Free Clinics with Billy Kidd and Nelson Carmichael as well as a plethora of other complimentary tours and services ensures vacationers get the most for their money.

PURE PASS: Steamboat launched its PURE Pass for the second consecutive year in a 6-day and 15-day pass option as part of its 2011/12 season pass offers, bringing a variety of flexibility, programs and increased value for Steamboat-Ski Town, U.S.A.® The PURE Pass provides six days of skiing and riding for $429 and fifteen days for $719, when purchased during the pre-season time deadline (6/1); $519 and $819 until 8/15; and then, after 8/15, only the 15-Day Pure is available for $919.

STEAMBOAT SKI & SPORT PRO SHOP: When you demand the very best in your equipment, the Pro Shop is the standard in premium rental equipment. The Pro Shop advises on ski-related elements that ensure you get the best fit and most out of your equipment whiling savoring what a day in the home of Champagne Powder snow is all about. Whether you're looking for the proper equipment for particular needs or snow conditions, go where the experts go-the newest outlet in Steamboat Ski & Sport's arsenal, the Pro Shop, serving up Gold Medal ski packages. A second location opened for the 2011/12 season in the Sheraton.

EDDIE BAUER UNIFORMS: World class skiing and the world's best outerwear-Steamboat and Eddie Bauer-two American icons that share a love of adventure in the outdoors. One is known for its Champagne Powder® snow and Western heritage. The other is legendary for its quality and innovation, having invented the first down jacket over 75 years ago. Eddie Bauer, the official outfitter of the Steamboat Ski & Resort Corporation, designed exclusive winter apparel for resort employees, which is ideally suited to keep out Colorado's roughest mountain weather elements. Looking good is just icing on the cake!

ECOLOGY/ENVIRONMENTAL

ZERO WASTE INITIATIVE: Steamboat embarked on a comprehensive Zero Waste Initiative with the goal of producing zero waste across all Food & Beverage outlets. Launched midway through the summer of 2010, the Zero Waste program focuses on composting all organic material and paper products; recycling across all F&B outlets; reusing products/resources; reducing and/or bulk procurement; purchasing with end in mind (i.e. hemp chef hats; bamboo skewers, biodegradable flat ware, corn starch plastics and recycled products). In addition to the Zero Waste, environmental programs include Energy Star Appliances; Local Colorado Produce & All Natural Beef; Free Trade, Organic Coffee, All Natural Milk & Organic Ingredients; Eliminated Transfats Five Years Ago; Thunderhead Deck Furniture Made Entirely from Recycled Materials; Reusable Stainless Steel H_2O Bottles & Coffee Cups; Bio-Bags/Reusable Bags For To-Go Items; Eliminated Individual Condiments For Dispenser Version; and Recycle Coffee Grounds.

ENVIRONMENTAL FUND GRANTS: The Steamboat Ski & Resort Corporation Employee Environmental Fund, which resides at the Yampa Valley Community Foundation, awarded $27,000 during its 2011 granting cycle to worthy projects, programs and facilities that benefit the environment throughout Routt County. Since its inaugural year in 2004, more than 55 projects have been granted nearly $270,000, representing a variety of nonprofit organizations across the Yampa Valley. The fund is supported with donations from Steamboat Ski & Resort Corporation employees, special sales of individual chairs from removed lifts and through Passport Club membership sales. www.yvcf.org

NATIONAL ENVIRONMENTAL AWARDS: Steamboat received national recognition by being awarded the 2010, 2002, 1998 & 1993 Silver Eagle Award for Excellence. This prestigious award recognizes environmental achievements of ski areas in North America. With specific efforts, from tree planting to creek rehabilitation and from monetary contributions to nature trails on the mountain, Steamboat, along with its environmental partners, makes education a daily commitment. Steamboat was also a finalist for the 2000 Silver Eagle award and the 1994 Golden Eagle award.

2010 SILVER EAGLE AWARD: Steamboat was recognized with the 2010 National Ski Area Association's Silver Eagle Award for Recycling and Waste Reduction due to its newly implemented Zero Waste Initiative, which aims to eliminate all waste from resort Food & Beverage outlets with recycling, reusing and composting programs. During the inaugural year of the initiative, the resort saw 62 percent landfill diversion rate and 73 percent diversion rate from recycling.

PURCHASE OF DEVELOPMENT RIGHTS: This program allows ranchers and other landowners to sell all future development rights on their land to a conservation trust. In Routt County, PDR established a fund that helps buy ranch development rights, placing the property in protected status. Several ranchers have already taken advantage of this program, ensuring that the wide-open spaces of the Yampa Valley are preserved forever. Tom Baer, who recently retired as the resort's videographer, produced a 20-minute video that was instrumental in the cause.

ASPEN TREE SECRETS: Why are the trunks of aspen trees white? The trunk is actually a waxy powder that covers a green inner layer the tree needs to photosynthesis. The green layer craves sunlight, but is sensitive to heat. So, even in winter, the color of the tree trunk deflects heat, a great adaptation for climate the trees live in. Did you know aspen are one of the largest living organisms in the world.

PINE BEETLE MITIGATION: This summer, the resort embarked upon the largest logging phase to date at the ski area removing approximately 100 acres of dead lodgepole pine trees on the lower mountain. In more technical and steep areas, the resort will employ a helicopter to assist in tree removal during the later phases of the project. Similar logging work completed last summer resulted in powderhounds rediscovering newly gladed terrain that hadn't been enjoyed for seasons. The beetle is part of nature's eco-cycle, which typically sees its effect every 20 to 30 years. The ski area enjoys a diverse forest where Steamboat is fortunate that the forest cover on the mountain is comprised primarily of Engelmann Spruce, Subalpine Fir, Lodgepole and Aspen as well as a few Douglas fir.

SKI TOWN, U.S.A./OLYMPIAN

WORLD CHAMPIONS & OLYMPIANS ABOUND IN STEAMBOAT: Steamboat is simply known around the globe as Ski Town, U.S.A. Its skiing heritage dates back to the early 1900s. Steamboat has produced more winter Olympians that any other town in North America, a record 79 and counting. In fact, Steamboat sent more athletes to both the 2002, 2006 & 2010 Games than many small countries.

STEAMBOAT IS HOME TO AMERICAN SKIING LEGEND BILLY KIDD: When you think of legends in American skiing the name Billy Kidd, Steamboat's director of skiing, is at the top of the list. Billy became America's hero back in the 1964 Olympics when he and teammate Jimmie Heuga became the first American men to win Olympic medals in skiing. For 40 years, Kidd has hosted a free ski clinic nearly everyday sharing his love of the sport.

STAY IN SCHOOL: The students of the private Lowell Whiteman High School have the usual aspirations: college, career…and the Winter Olympics. The school is home to an amazing collection of the nation's best young skiers who mix their studies with world-class skiing events. Students accomplish this via email, faxes and phone calls while competing around the globe.

NEVER TOO LATE TO START: Steamboat's Ann Battelle, World Champion, World Cup Champion and U.S. Mogul Champion, didn't start skiing moguls till after she graduated from Middlebury College. Ann, a 4-time Olympian, learned the bump trade at Steamboat from then ski team coach, Park Smalley, in the winter of 1990. Two years later, she was competing in her first Olympics.

FREE CLINICS WITH OLYMPIANS: Both Billy Kidd, Steamboat's Director of Skiing, World Champion and Olympic silver medalist and Nelson Carmichael, Olympic bronze medalist and World Cup Champion, offer free clinics throughout the season. There're not many resorts where you can get pointers from some of the best in the sport, absolutely FREE. And if that wasn't enough, you never know who might show up from time to time with Billy or Nelson.

STEAMBOAT SPRINGS WINTER SPORTS CLUB: With its humble beginnings in 1914, the Steamboat Springs Winter Sports Club (SSWSC) has played an integral part in the development of young athletes by providing the support, experience and encouragement that they need in order to achieve their Olympic dreams. In fact, the Winter Sports Club is one of the oldest and most recognized ski clubs in the United States and has been named the United States Ski & Snowboard Association's Club of the Year numerous times. The SSWSC, the only place in the country that offers all disciplines (Alpine, Snowboarding, Jumping, Nordic Combined, Cross-Country, Biathlon and Freestyle) in the same club, is dedicated to providing top-level coaching and instruction to winter sports enthusiasts.

SHANNON DUNN-DOWNING: Two-time Olympian**,** Shannon Dunn, became the first American female to win an Olympic medal in snowboarding (a Bronze in the Halfpipe) at the 1998 Winter Games. She started snowboarding at age 15. Shannon was also the first woman to qualify for snowboarding in the 2002 Salt Lake Olympics. Her other snowboarding accomplishments include: two-time U.S. Open Champion, two-time Overall Grand Prix Champion, and two-time X-Games Champion. She is also a co-founder of the Boarding for Breast Cancer Foundation.

HOWELSEN & THE CIRCUS: Carl Howelsen, who earned the nickname "The Flying Norseman," for his ski jumping act with Barnum and Bailey's Circus, is credited with bringing skiing and Nordic jumping to the Yampa Valley. Through his efforts with the circus, it is estimated that 4 million people in the US were introduced to skiing by seeing his act. The oldest ski area in Colorado is named for him; Howelsen Hill (owned and operated by the City of Steamboat Springs).

CULINARY

CABIN BAR AT THE STEAMBOAT GRAND: The latest après ski hot spot just across from the Gondola Square base area, the new Cabin Bar provides the perfect place to grab a quick drink, relaxing snack or comfortable start to dinner. In addition to the new look, Chef Hyslop has recharged the menu with new creations such as his signature Kennebec Chips with Sriracha Aioli, the Deconstructed BLT (pork belly, tomato jam and arugula, charred on a cedar plank), Buffalo Carpaccio and Rocky Mountain Elk Sliders. Guests will never go thirsty with a selection of 140 wines by the bottle, 20 by the glass, 8 beer taps including a savory blend of stout and ale in the popular Black & Tan, and distinctive cocktails. Attractive sight lines from the lobby directly into the new bar area ensure none of the action will ever be missed.

SO MUCH MORE THAN BAKED BEANS & COWBOY COFFEE: Baked beans and cowboy coffee aren't the only things offered in this cow town. Steamboat has developed its own distinct culinary flair that blends native flavors with spices and herbs from around the world. In fact, with award-wining chefs who've studied in numerous Culinary Institutes, cooked for royalty or diplomats and refined their skills under Master Chefs, your taste buds are sure to run wild over their exotic creations. Steamboat boasts more than 100 bars and restaurants to take care of even the most discriminating appetite in a town with a population of 12,000. No visit to Steamboat is complete without a ride on the Steamboat Gondola to a scrumptious evening at Hazie's and Ragnar's with continental cuisine and wines, enhanced by spectacular views of the Yampa Valley below or the Steamboat Grand's signature restaurant, The Cabin, with its newly redesigned bar.

HAZIE'S, RAGNAR'S & WESTERN BBQ: Steamboat has held the line on pricing at its signature restaurants-Hazie's and Ragnar's as well as at the popular family evening-Western BBQ. No visit to Steamboat is complete without a ride on the Steamboat Gondola to a special treat at Hazie's; Ragnar's with award-winning continental cuisine and wines, or the mountain-top Western family experience of the Western BBQ, all enhanced by spectacular views of the Yampa Valley below.

NEW RESTAURANTS IN SKI TOWN, U.S.A.®: From high-end culinary delights to down & dirty barbeque, several new restaurants are opening their doors across the Yampa Valley. Mixing the best of continental cuisine to ethnic delicacies from around the globe, Steamboat offers a vast menu that is sure to tempt and satisfy your plate. Make sure to check out the new Cabin Bar, Grand Café, Dairy Queen, The Rusted Porch, Cruisers Subs, Karl's Tavern, McKnights Irish Pub, Mountain Brew, Butcherknife Brewery Company, Milk Run and Hungry Dog; plus all your Steamboat favorites.

SIMPLY STEAMBOAT

STEAMBOAT SKI RESORT: Seven thousand feet up in the Colorado Rockies, nestled quietly below one of the largest ski mountains in North America, sits a small ranching community that serves as a constant reminder that the Old West is alive and well. Never far from its ranching roots, Steamboat remains firmly linked to a Western tradition that sets it apart from every other resort. Six peaks, nearly 3,000 acres of terrain, abundant Champagne Powder® snow, a 75-year Olympic heritage, and family programs rated the best in the industry all distinguish Steamboat-Ski Town, U.S.A® as one of the premier international resort destinations. www.steamboat.com

REAL TOWN/BIG MOUNTAIN: Whether you're stepping foot into a local pub, one of the charming boutiques, or stepping off the gondola, the reception is the same--genuine and warm. But the down home friendliness is only half the reason people choose to vacation here. With 165 trails, 3,668 vertical feet, and nearly 3,000 skiable acres, Steamboat's six peaks are filled with world-class groomed cruisers, bumps, steeps, meadows, legendary trees & Mavericks Superpipe.

REAL TOWN, REAL HISTORY: Long before people strapped on skis for fun, Steamboat residents in the late 1800s were using ski and snowshoes in their daily lives. In fact, Steamboat Springs celebrated its 100-year anniversary in 2000. You'll be hard pressed to find another resort town that exudes this much history, heritage and character.

THE STEAMBOAT GRAND: The Steamboat Grand features 327 beautifully appointed guestroom accommodations, offering a variety of studios, double queen hotel rooms, one-, two-, three-bedroom condominiums and eight luxurious penthouses; award-winning dining; full-service spa and fitness center; an outdoor heated pool and two large whirlpool spas as well as 17,000 sq. ft of convention space. www.steamboatgrand.com

EIGHT DIFFERENT MOUNTAIN RANGES SEEN FROM ONE LOCATION: Alarm Clock from the top of Mt. Werner gives you nearly an amazing 360 degree view of the surrounding mountain ranges including: Gore Range, Flat Tops, Buffalo Pass, Park Range, Rawah Range, Never Summer Mountain, the southern tip of the Medicine Bow Range and part of the Mummy Range--eight different mountain ranges from one location. Steamboat is located in the Park Range of the Colorado Rocky Mountains.

TALE OF THE TRAIL: Trails on the mountain are arranged with common themes making it easier to remember where you have been. Storm Peak, for example, contains runs named after weather occurrences such as Twister, Hurricane, Rainbow, Cyclone and Tornado. Those on Sunshine Peak are named after time references. Pioneer Ridge trail names feature early settlers and pioneer themes and Morningside Park, of course, has a morning theme.

SLEEPING GIANT: The Sleeping Giant can be seen from nearly everywhere on the mountain. The rock formation at the west end of downtown Steamboat Springs was given its name by the Ute Indians who said it resembled a sleeping giant.

JAMES BROWN SOUL CENTER FOR THE UNIVERSE: Local residents named their newest bridge The James Brown Soul Center for the Universe. James Brown, the godfather of soul, attended the dedication of the bridge named in his honor and said "I feel good!" Brown returned several times to perform in Ski Town, U.S.A® after the bridge dedication.

WINTER DRIVING SCHOOL: Learning to handle your car on snow-packed and icy roads is possible at the Bridgestone Winter Driving School. The school teaches the theory and practice of skillful, confident driving on ice and snow. Located in Steamboat Springs, Colorado, the school is America's first and foremost institution to teach safe winter driving techniques. Remember, there's not another school like this in the county!

LITTLE THINGS MAKE DIFFERENCE: It's the little things, such as Kleenex at lift lines, free hot drinks in the afternoon, ambassadors, complimentary tours & programs, friendly employees and a genuine down-to-earth town, which often go unnoticed but play an enormous role in turning your vacation into one you'll always remember.

WHAT'S BEHIND THE NAME MAVERICKS? Why name Steamboat's superpipe Mavericks? In California, near Half Moon Bay, there is a legendary big-wave break by the same name where swells reach the height of three story buildings. Only the best surfers dare to ride Mavericks. A Maverick, by definition, is an independent individual. What better way to describe snowboarders and freeriders? Steamboat's Western Heritage, the culture of freeriding, and the fact that the resort has taken its superpipe to the premier level, indicate Steamboat found the perfect name.

History

Oldest Ski Area in Colorado: After relocating to Steamboat Springs, Norwegian Carl Howelsen, who started ski jumping in the United States with Barnum Bailey Circus, introduced skiing to this small ranching town in 1913. Today, the oldest ski area in continuous use in Colorado still bears his name-Howelsen Hill, and has received historical designation from the Colorado State Historic Fund Board.

Tipsy Taxi Started in Steamboat: Alpine Taxi established the first Tipsy Taxi Program in the United States. Currently programs around the U.S. are modeled after Alpine Taxi's original concept. Enjoy your time in Steamboat responsibly.

Steamboat's Most Famous Landmark: Shot back in 1973 by Minneapolis-based photographer, Gerald Brimacombe, The Steamboat Barn poster features Rusty Chandler and Jo Semotan making first tracks in front of the Barn. Look for The Barn poster on the walls of the Stanley Hotel in Steven King's movie, The Shining, as well as in SKI Magazine's Top 100 Ski Photographs.

Why is it Called Steamboat Springs? Three French fur trappers traveling down the Yampa River are said to have named Steamboat Springs in 1865. One man heard a chug-chug sound like that of a paddle wheel steamer. The men hurried towards the rhythmic sound and found it to be a bubbling mineral spring -- hence the name. Today, there are more than 150 springs in the area, with temperatures reaching up to 150ºF including the Lithia Spring, Strawberry Park Hot Springs, the Heart Spring at the Health & Recreation Center, Soda Spring, Sulphur Spring, Iron Spring and many others on private lands.

The Mountain Named For Buddy Werner: Steamboat Springs' legendary skiing sensation, Buddy Werner, accomplished more in his short racing career than any other American. Storm Mountain was renamed Mt. Werner in his honor as was Buddy's Run, a popular intermediate trail. A bronze bust of Buddy is located at the top of this run and local legend has it that if you rub the bronze, it will bring you luck.

Old Fashioned Soda Fountains: Lyon's Drug & Johnny B Good's both offer the old-fashioned ice cream experience of the Soda Fountain, popular in the 1950s. Step back in time and experience ice cream the way it is supposed to be enjoyed.

What Are Those Yellow Signs on the Way to Steamboat? FM Light & Sons, established in 1905, originally erected 300 of the hand-painted yellow and black signs within a 150 mile radius of Steamboat promoting the store and their merchandise. Today, you'll be hard pressed to make the drive to town without seeing one of FM Light & Sons' signature signs. FM Light & Sons sells nearly 6,200 cowboy hats a year including the signature Billy Kidd Stetson and celebrated 100 years in business in 2005.

Oklahoma: Local cowboys at a schoolhouse in Hayden introduced choreographer Agnes DeMille to square dancing when she was at Perry-Mansfield. It was from this encounter that she conceived her dance Rodeo. Rodeo later became a popular musical on Broadway and on the big screen as Oklahoma!

Strawberry Park got its name when nearly 9,000 crates of strawberries were shipped out of the area, three miles north of Steamboat Springs, in 1911. Now it's known around the world for its natural mineral hot springs.

Technology

Tweet, Tweet, Tweet:-A Little Birdie Told Me: How do the most dedicated powderhounds always know the best conditions, the perfect trail and the secret stash? Through Steamboat's dedicated twitter communities, staying connected is easier than ever. The resort manages three distinctive twitter accounts: *@SteamboatPR* for media; *@SkiSteamboat* for events, happenings and not to miss items; and *@Steamboatinfo* for snow and mountain reports and updates. Instead of hearing you should have been here yesterday, you'll actually be one of the powderhounds who didn't miss out.

Top-To-Bottom Snowmaking: In addition to Mother Nature's annual blessings, the resort's state-of-the-art snowmaking system provides top-to-bottom coverage ensuring quality snow conditions throughout the entire season. A key element during early season, the HKD tower guns, which use 30 percent less energy than conventional guns while producing the same amount of snow, are strategically located across the resort on Heavenly Daze, Rudi's Run, Lightning, Upper Vagabond, Ego, Sitz as well as Stampede, Lil' Rodeo, Preview, Right-O-Way, See Ya, See Me, Voo Doo, Vogue, Lower Vagabond, Tornado Lane and Buddy's Run. The resort's system covers nearly 360 acres of top-to-bottom terrain (3,668 vertical feet) and includes a network of over 600 available hydrants, 4 pump houses across the mountain, 150 high-efficiency guns and a state-of-the-art digital operating system.

iCORIS™: This technology, developed by a team of database experts at Steamboat, allows customers to book their entire winter vacation package online-including air, ground transfers, lodging, activities and rentals, as well as entire vacation packages in a matter of clicks. The airline portion of iCORIS searches for all types of fares, including negotiated pricing,

companion fares and Steamboat exclusive specials. Competing head on with Travelocity, Orbitz and Expedia, iCORIS returns the best options for your travel needs.

NIGHT MOVES: Ever wonder what it takes to keep the slopes groomed every day? Well, two shifts working through the night operate 11 grooming machines from roughly 5:00pm till 7:00am. A Bombardier Winch snow machine, able to groom the steepest terrain on the mountain, opens up a wider variety of terrain for a more diverse group of skiers while ensuring, along with the rest of the snowcat fleet, quality conditions across the mountain.

GROWING THE SPORT

NEW SKI & SNOWBOARD SCHOOL PROGRAMS FOR 2011/2012: Five new programs highlight the Ski & Snowboard School's 2011/2012 season. The Early Bird Private Lessons gives guests early access to the mountain, to get a head start on their new snow skills; Palomino Pals, a full day program, lets 3-3 ½ year olds play on the snow in group ski lessons for 1.5 hours; the Steamboat Signature Four program offers more one-on-one skiing with smaller group sizes for children during the holiday seasons; and Senior Saturdays are a perfect way for skiers over the age of 50 to gather on the mountain, achieve new goals and make new friends.

KIDS' VACATION CENTER: Whether a recent arrival to snow or an experienced skier, taking care of our littlest guests has always been a priority at Steamboat. The resort holds a national reputation for the best children's programs in the country and the latest move adds to a plethora of family specific improvements over the past several years. The Kids' Vacation Center's whisks young snow enthusiasts into a kid-friendly, western-themed facility with the overall goal of expediting check-in, streamlining functionality, augmenting security and delivering a better family experience. In addition, a limited number of private vehicle drop-off spaces, located in the heated, covered garage of One Steamboat Place, provide restricted, time-controlled, close-in slopeside access to the children's facility.

CNN AIRPORT NETWORK SKI & SNOWBOARD TIPS: A series of ski and snowboard tips featuring Steamboat Olympians Billy Kidd, Erin Simmons, Nelson Carmichael, Caroline Lalive and PSIA National Snowboard Team member, Scott Anfang air in major airports across the United States this Fall/Winter. From basic learn-to-ski/ride to more advanced insight for powderhounds, segments from these resort icons are sure to make your mind wonder from waiting for your next flight to making your next turns in Steamboat-Ski Town, U.S.A.®

SKI & SNOWBOARD SCHOOL HOME TO PSIA/AASI NATIONAL TEAM & OLYMPIANS: The Steamboat Ski & Snowboard School is recognized as one of the strongest in the world, with four current or past PSIA/AASI National Team members [Scott Anfang (Snowboard), Deb Armstrong (Alpine), Nelson Wingard (Alpine), and Barry Smith (Nordic)], six Olympians (Billy Kidd, Nelson Carmichael, Caroline Lalive, Brendan Doran, Jorge Torruella and Deb Armstrong) as well as more than 550 instructors trained in the latest techniques. Consistently rated as one of the best in the industry, the resort offers a full line of clinics in multiple disciplines to suit all ages and ability levels, specialty programs and private instruction. In fact, more than 83,000 lessons were enjoyed this past winter.

TERRAIN PARK AT STEAMBOAT: Steamboat's terrain park, serviced exclusively by its own chairlift, features terrain for all ability levels spread over 14 acres. Features include an outdoor sound system, professional designed rails, tabletops and jumps. Factor in Mini-Mavs, a miniature version of the superpipe in Lil' Rodeo Terrain Park, with eight-foot walls, perfect for novice riders. Along with new snowmaking installed in this summers, Steamboat traditionally opens Mavericks before the Christmas Holiday, allowing freeriders from afar to ride one of the premier superpipes on the continent.

MAVERICKS SUPERPIPE: The resort has created a monster of a superpipe: 18-foot walls, 56 feet wide, 22-foot transition and 500 feet long! Mavericks is located in Bashor Bowl, which is serviced by a dedicated lift so skiers and riders can access the pipe and the park more often, continuously sharpening their skills. Steamboat's terrain park features 14 acres of terrain for all ability levels, outdoor music system as well as numerous professionally-designed rails and boxes. In addition, Mini-Mav, a miniature version of the monster superpipe, with eight-foot walls, is perfect for novice riders in Lil' Rodeo Terrain Park. Experience Mavericks and see for yourself what's hot in the freeride world!

LONE AMERICAN ON 2010 BOARDERX & SKIERX COURSE: Steamboat's Olympic athletes weren't the only ones attending the 2010 Winter Games. Invited by the Vancouver Organizing Committee, Nick Roma, Steamboat Terrain Park manager, was the lone American on the 8-person snowcat/shaper team responsible for building and maintaining the 2010 Olympic BoarderX and SkierX courses in Vancouver, Canada. The athletes liked what he did there, and you'll like what he has done in Steamboat.

FAMILY PRIVATES: Imagine you could spend time together as a family and build memories you'll cherish for a lifetime, all while skiing or riding one of North America's top resorts. Steamboat's Family Private program offers all-day and half-day private clinics for the entire family! Each member of the family will gain maximum benefit as a Ski & Snowboard instructor develops your family clinic to meet specific needs and goals. The personal attention you receive with a one-on-one private is the

quickest way to improve your technique. It's recommended that all participants be of similar skiing/riding level, and all children must be at least 1st grade.

MOGUL SKIERS MIGRATE: Christened The BMT by Steamboat locals, "the bumper migration trail" is comprised of a series of trails located off of Four Points that allows individuals to ski/ride bumps the entire day. You won't find it on the map, so you'll need to be lucky enough to catch up with some of Steamboat's bump enthusiasts to find out where this super bump route lies.

EVENTS

WINTER SPORTS CLUB SCHOLARSHIP DAY: Scholarship Day marks the first day of the season with revenues from the day's specially priced ticket benefiting the Steamboat Springs Winter Sports Club Scholarship Fund. Scholarship Day has raised nearly $650,000 since 1991/92. This fund provides financial support for deserving local children participating in Club programs. In fact, the Winter Sports Club is one of the oldest and most recognized ski clubs in the United States and has named three times as the United States Ski & Snowboard Association's Club of the Year.

SPRINT TORCHLIGHT PARADES & FIREWORKS: The Steamboat Ski & Snowboard School treats tourists and locals to spectacular on-snow parades down the mountain lit only by torches. The parades are in celebration of a holiday or local event throughout the season on December 31, 2011; February 14 & March 17, 2012. In conjunction with the torchlight parades, a fireworks display will illuminate the sky providing a perfect ending to the evening. Again this year, the young ones get a chance to ski down the mountain and join in the excitement as a special finale to the Desperados Ski Week program. The Desperados Torchlight Parades are December 28th and February 22nd.

SOUND OF MUSIC: Steamboat has always been a hot spot for music. The following events/concerts have firmly established Ski Town, U.S.A. as the music center of the Colorado Rockies: MTV's Winter Lodge, MusicFest at Steamboat, Hard Rock's Ultimate Altitude, Strings Music Festival, Bud Light Rocks the Boat Free Concert Series, Ski Jam, Country in the Rockies, Family Snow Festival and concerts by national performers.

STARS ALL MOUNTAIN ADAPTIVE CAMP: The 7th Steamboat All-Mountain Adaptive Ski Camp, Jan. 8-13, combines instructor and volunteer training, adaptive ski clinics, and a backcountry powder cat trip with Steamboat Powdercats for adults with disabilities. With significant interest last year, the camp is anticipating increased participating this year with around 20 disabled participants, including special guests. www.steamboatstars.com

STEAMBOAT WEATHER SUMMIT™: Television meteorologists from around the nation will convene in Steamboat for the 23rd Annual Steamboat Weather Summit in January 2012. The conference has gained a national reputation as one of the finest programs in the meteorological industry. Participants attend seminars, conduct live remotes to their home station and toss in a little individual powder research. What better place to learn about the latest effects on weather than in Steamboat, long known for its unique weather and the home of Champagne Powder® snow!

NATIONAL FIREFIGHTERS HOSE RACE: Professional firefighters from across the United States respond to a four-alarm ski race in Steamboat Springs, Colorado, as the Annual National Firefighters Ski Race rushes into town January 24-28, 2012.The highlight of the week is the fast-paced and often chaotic hose race on Jan. 27th, where firefighters, each wearing full turnout protective gear, ski down a slalom course linked together carrying a 50-foot length of 2 ½ inch hose through the racecourse. Other obstacles along the way challenged the firefighter teams before they crossed the finish line.

WINTER CARNIVAL: The Steamboat Springs Winter Sports Club, one of the largest and oldest winter sports clubs in the U.S., hosts the 99th Steamboat Springs Winter Carnival, the oldest continuing Winter Carnival west of the Mississippi, every February. For several days, the entire town is given over to racing, ski jumping, a parade featuring Steamboat's skiing high school band (the only one in the United States), the famous ski jöring events down Lincoln Avenue, and the spectacular night show featuring the legendary Lighted Man and fireworks display.\

TELEMARK WORLD CUP: The Telemark World Cup comes to Steamboat, Feb 11-18 as the Steamboat Springs Winter Sports Club hosts approximately 100 international telemark athletes as they compete in all telemark events over 7 days. See the World's Best International Telemark athletes compete, both men's and women's fields. Steamboat is home to several of the United States' top telemark athletes.

MARDI GRAS-SNOW STYLE: *Laissez Les Bons Temps Rouler*-The good times are definitely ready to roll in Ski Town, U.S.A.® when the Steamboat Mardi Gras Festival comes marching in from February 17-21, 2012 with free concerts, parades, a Cajun BBQ and beer festival and more. Throughout the celebration, food enthusiasts can enjoy Mardi Gras themed lunch creations across the mountain. The festival culminates on Fat Tuesday with an all-day celebration featuring snow sculpture contest at the chairlifts, restaurant contests, special activities, and; of course, plenty of beads to go around.

SKI 4 YELLOW: Ski 4 Yellow, which raised $75,000 during its inaugural year, returns to the slopes, March 30-31, to continue the fight against cancer in Ski Town, U.S.A.® Enjoy a weekend on the slopes with friends, family and a sleuth of Olympians,

highlighted by a free live music concert in Gondola Square during the 2nd Annual Ski 4 Yellow event. You're making a huge difference-get involved at www.ski4yellow.com.

CODY'S CHALLENGE: The 4th Cody's Challenge, a randonee endurance ski race, will be held on Saturday, April 7th across the Steamboat Ski Area. Cody's Challenge allows participants the unique opportunity to climb, traverse and descend a variety of trails across the mountain under their own power through the use of specialized bindings and skins. The Cody St. John Foundation is a non-profit organization founded in memory of Cody St. John, who was a professional patroller with the Steamboat Ski Area. www.whatwouldcodydo.net

SPRINGALICIOUS FESTIVAL: Springalicious will feature signature events including the 32nd Cardboard Classic and 5th Splashdown Pond Skimming Competition on Saturday, April 14th and Sunday, April 15th, respectively. The Cardboard Classic, Steamboat's traditional rite of spring celebrating over three decades of fun, features homemade crafts constructed only from cardboard, glue, string, water based paint, duct tape and masking tape racing down the face of Headwall to a hysterical finish. The uniqueness and creativity of the race make it an event looked forward to every year Steamboat's bravest (and maybe craziest) skiers/riders will attempt to cross an ice-cold pond at the base of the mountain, while being judged on distance, outfit creativity, and crowd response. The Steamboat Ski Area closes out its 49th Season on Sunday, April 15th with special Springalicious Festival events including two finale concerts as part of the Bud Light Rocks the Boat Free Concert Series.

DIRECT FLIGHTS/ACCESS:

DIRECT FLIGHT PROGRAM:

Back in 1914, you could make it here by train. Today, you make it here by lunch! Steamboat's nonstop flight program offers unprecedented access from seven cities on four airlines to Ski Town, U.S.A.® this season. Steamboat is the most conveniently accessed ski resort community in Colorado. Nonstop jet service is offered from Atlanta, Chicago, Dallas, Denver, Houston, Minneapolis/St. Paul and Newark/NYC directly into the Steamboat/Hayden Airport (HDN). Getting here has never been easier.

NEW FOR 2011/2012 WINTER SEASON: Travelers flying directly from, or connecting through Houston, will enjoy a larger plane moving to a daily 737-800. In addition, the Delta Atlanta and Minneapolis/St. Paul service will operate an extra week ending the season on April 1st instead of its typical March end date. Frontier is set to be back for its second season flying directly into Steamboat/Hayden. The resort had added seven additional weekend nonstops operations from Newark, Feb 11 - Mar 24. With these modifications, Steamboat's overall program will experience a 4% increase in total seats over last winter.

STEAMBOAT/HAYDEN AIRPORT PHASE III: This $9 million and final portion of the overall $15 million plan, includes a new passenger arrival area, a second baggage carousel, full-service main level restaurant, walkway linking ticketing and bag claim, expanded TSA passenger security entry, improved concessions and passenger amenities including a large gas fireplace and panoramic window views. Overall, 8,436 sq. ft. of terminal space has been created and another 18,000 sq. ft. in the existing terminal was replaced or remodeled greeting travelers in November 2011

CHAMPAGNE POWDER® SNOW

SEVERAL SIGNS PREDICT WINTER WEATHER: Old legends say that several time-honored folk tales can predict the severity of the upcoming winter. For example, skunk cabbage, nature's snow gauge, is said to predict the depth of next season's snow. This year...we'll just have to watch the signs.

STORM PEAK LABORATORY: Steamboat is home to one of the country's highest climate laboratories located at 10,568 feet atop Mt. Werner. Scientists and students from around the world have used Storm Peak Lab over the past 30 years to study snowfall patterns, climate change and weather movements. What better place to study snow and climate than the home of Champagne Powder® snow? www.stormpeak.dri.edu

STEAMBOAT'S FAMOUS CHAMPAGNE POWDER® SNOW - FLUKE OF NATURE OR NATURAL WONDER? The term Champagne Powder® snow was coined in Steamboat back in the 1950s to describe the light, dry quality of the snow here in Northwest Colorado. According to scientists from the Desert Research Institute, who operate a climate laboratory atop the resort's Storm Peak, there is a good scientific basis behind the name. The abundant snowfall is a result of Steamboat's location within the Park Range, which is the first significant barrier in the Northern Colorado Rockies to storms arriving from the Pacific. Although the moisture from these storms has been depleted after passing the Wasatch Range in Utah, the Park Range causes a so-called 'feeder' or orographic cloud to form. The orographic cloud is primarily filled with tiny super-cooled droplets. It is this rare combination of feeder and seeder clouds that is responsible for the frequent occurrence of rimed crystals resulting in the formation of Steamboat's famous Champagne Powder® snow.

OTHER ACTIVITIES: The Champagne Powder® snow and fabulous skiing and snowboarding that have made Steamboat world famous are complemented by an abundance of activities and amenities for all to enjoy. When you're done, take a dip in the restorative waters of Steamboat's namesake mineral Hot Springs. There's a lot to do in one vacation, so be sure to give yourself ample time here.

POPULACE

You never know who you might run into on this mountain or in town and what amazing things they may have done. Steamboat residents have done everything from participating in the Olympics to starting the snowboard revolution to traveling more than five million miles in just 14 days. The Locals release provides more detail as well as an insight into a number of the fantastic folks that call the Yampa Valley home.

GOLDEN GIRL: Deb Armstrong reached the pinnacle of skiing, both as an athlete winning Olympic Gold in 1984 and as an instructor becoming a member of the Professional Ski Instructors of America Alpine National Team in 2004, the only past or present US Ski Team member to achieve this distinguished level. Having moved to Steamboat in July 2007, Armstrong is currently a coach with the Steamboat Springs Winter Sport Club, hosts the Steamboat Women's Clinics and truly embodies the athletic and outdoor skiing spirit of Ski Town, U.S.A.®

GRANDFATHER OF SNOWBOARDING: In 1965, Sherman Poppen invented the Snurfer for his daughter. The Snurfer gave inspiration to modern snowboarding pioneers Jake Burton Carpenter and Tom Sims, who made additional modifications and launched the modern snowboarding phenomenon. Don't be surprised if he shows up during your clinic because he volunteers in the snowboard school. Sherman can be found in Steamboat's legendary trees enjoying Champagne Powder® snow and attempting to ride more days than his age. So far, he's accomplished this feat every season.

WALKING AMONG THE STARS: Imagine dreaming of the stars and actually seeing them from Outer Space. Steamboat Springs High School and University of Colorado graduate, Steve Swanson made his maiden voyage to space as part of STS-117 *Atlantis* (June 8-22, 2007). In his two missions, Swanson has accumulated a combined total of 26 hours and 22 minutes of EVA in four space walks and traveled more than 11 million miles.

SILVER LINING-NORDIC COMBINED TEAM: Member of the US Olympic Team, Steamboat locals or former residents all, recorded a historical performance at the 2010 Winter Games. One of the biggest leaps was seen in nordic combined, where the USA medaled in every event including a gold-silver finish for Billy Demong and Johnny Spillane in the large hill combined competition. Demong and Spillane were joined by veteran Todd Lodwick and Brett Camerota for silver in the combined team event. And Johnny Spillane brought home the first ever for the U.S., along the way earning at total of three silver medals.

LIGHTED MAN: A highlight of Winter Carnival for more than 70 years is the "Lighted Man." Claudius Banks first donned his famous costume in 1936-which many locals secretly believe was the inspiration for Robert Redford's "Electric Horseman." His son, Jon, continues this winter tradition, utilizing a dazzling array of self-contained lights and fireworks.

FATHER OF FREESTYLE: When people think of the freestyle skiing, the name Park Smalley is usually uttered in the same breath. Park produced six world champions as the US team's first head coach and was a driving force behind making freestyle skiing a demonstration sport at the 1988 Olympics.

LORIS WERNER: Born and raised in Steamboat Springs, Werner learned to walk and ski at the same time. The youngest member of the famed Steamboat Werner family, Loris was only six when he entered the downhill race at the Winter Carnival. While attending Western State College, Werner competed in all four disciplines and twice won the NCAA Skimeister Championship. Werner went on to represent the United States at two different Olympics in alpine skiing. Not only was he an accomplished skier, but Werner played a vital role in the development of the Steamboat ski area. And through his dedication to the community and his love of the sport of skiing, Werner has truly helped turn Steamboat into Ski Town, U.S.A. He was inducted into the Colorado Ski Hall of Fame in 2007.

SAFETY

HELMET POLICY: Intrawest recommends that all skiers and snowboarders visiting its resorts wear helmets. In addition, Steamboat has a mandatory helmet requirement for all children and youth participants in Ski & Snowboard School Programs as well as all students participating in freestyle terrain park programs, regardless of their age. The helmet use guidelines underscore Intrawest's commitment to guest safety and have the support of the National Ski Areas Association (NSAA) and Canada West Ski Areas Association (CWSAA).

PIONEER RIDGE BEACON BASIN: Steamboat's avalanche beacon basin training area makes it easier for skiers and snowboarders to learn about using personal avalanche transmitters in a controlled environment. Located at the Patrol Yurt at the top of the Pony Express, the Pioneer Ridge Beacon Basin currently features transmitters wired to a central control panel. One, or any combination up to all transmitters, may be configured in varying orientations and depths. Steamboat's Pioneer Ridge Beacon Basin joins a growing number of Beacon Training Parks across nine states in the United States as well as numerous

locations across Canada and Europe, including Steamboat's sister resorts-Winter Park and Whistler. Avalanche conditions across Colorado are forecasted on a daily basis by the Colorado Avalanche Information Center.

SLOPEWISE SAFETY INITIATIVE: The Steamboat Patrol, Courtesy Patrol & Mountain Management are enforcing slope safety every day of the season through the resort's SlopeWise Initiative. Again this year, the resort relies on its SlopeWise Code of Conduct in an effort to make it extremely clear that every user of this mountain, regardless of ticket or passes type, understands what is expected, and how the consequences of their actions can impact their ability to enjoy the slopes.

DOCTORS AND PARAMEDICS ON THE MOUNTAIN: Celebrating its 28th Anniversary, seven local physicians and another five local paramedics exchange being on-call on the slopes through the resort's mountain/ski patrol radio network for free skiing privileges. In addition, the Yampa Valley Medical Center Emergency Doctors monitor radio traffic on this channel and are available for immediate consultation and can monitor the patient's condition prior to arriving at the ER. The state-of-the-art Yampa Valley Medical Center is just a quarter mile from the slopes. Steamboat is one of the few resorts in the country that has a program such as this.

AED: Having already been credited with saving the lives of several individuals, the resort utilizes several automated external defibrillator (AED) units, which are capable of viewing and recording cardiac rhythms as well as administering life-saving cardiac shocks. The resort first purchased an AED Life Pak during the 1992/93 season and now employs 14 AED units in its cache.

TREE WELL IDENTIFICATION SIGNS: Steamboat has earned a worldwide reputation for its tree terrain and signature Champagne Powder® snow. However, skiing or riding in treed areas and deep snow is an individual choice and carries with it inherit risks. Although very rare, a fall into deep, ungroomed snow can be suffocating and fatal. The resort developed specific signage, now adopted throughout the industry, as an added measure to generate awareness amongst powderhounds to these factors. Remember, be aware of deep snow conditions, tree wells and other natural and manmade obstacles; if skiing/riding in deep snow or near trees, stay with a partner and remain in visual contact; stay close enough to either pull or dig out your partner; and, if your partner becomes immersed, first try to clear an airway, then call Patrol, 970.871.5911.

WESTERN

THREE-WIRE WINTERS: Steamboat enjoys more than its fair share of three-wire winter, when the snow stacks up past the third row of ranch fence wires. Yampa Valley ranchers have traditionally measured the severity of a Routt County winter by how high the snow stacks up against their four fence wires. As Sureva Towler writes in her book, The History of Skiing at Steamboat Springs, "By January or February of a typical winter, snow will cover the third fence wire, usually 30 inches high." Four-wire winters, generally more than 350 inches at the resort's mid-mountain location, were recorded in 1981/82, 1983/84, 1989/90, 1992/93, 1995/96, 1996/97, 1999/2000, 2005/06, 2007/08, 2008/09 and 2010/11.

RANCHING ROOTS WAY OF LIFE: Never far from its ranching roots, Steamboat remains firmly linked to a Western tradition that sets it apart from every other ski community. Many of the same families have been ranching this valley for more than 100 years. In fact, Steamboat Ski Resort employs a handful of active ranchers on staff. A typical summer's day for these Steamboat Ski Resort employees includes eight hours of maneuvering a backhoe or excavator at the base of the ski area in the summer before heading home to gather hay and tend to sheep and cattle on ranches around Steamboat Springs. These employees work year-round for the Steamboat Ski & Resort Corporation and moonlight as snowcat groomers throughout the winter months.

4TH GENERATION: A fourth-generation Steamboat native, Ray Heid's cousins include the Werners of ski racing fame: Buddy, Skeeter and Loris. Heid made the 1960 Olympic ski jumping team as an alternate and served as a fore-jumper, flying farther than many of the competitors who followed him. Before the Olympics, Heid competed for the University of Wyoming as a four-way skier (downhill, slalom, jumping and cross country), and after the Olympics, he coached there. He moved back to Steamboat in 1985, where he runs the family ranch, Del's Triangle 3. You can find Ray telemark skiing nearly ever day where he logs nearly 10,000 vertical daily.

COWBOY DOWNHILL: It all began 38 years ago when Billy Kidd, Steamboat's Director of Skiing, and Larry Mahan, six-time All-Around World Champion cowboy, decided to invite a few of the ProRodeo stars to Steamboat for a day of skiing. The cowboys had such a great time that the Downhill has become the most popular event of the season with over 100 of the best professional rodeo cowboys competing in the most unique *ski rodeo* in the country. Sponsored by Bud Light, the Cowboy Downhill is always scheduled to coincide with the National Western Stock Show in Denver.

-www.steamboat.com-