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January is Learn to Ski and Snowboard Month

Stay active all winter long at local mountains

Spokane, WA: December 31, 2010 – January is national “Learn to Ski and Snowboard Month,” with resorts in over 30 states participating in the effort. For Washington and Idaho locals and visitors, January is a great time to try a new winter activity or get back on the mountain. All four of Ski the NW Rockies’ resorts (*Silver Mountain, 49 Degrees North, Mt. Spokane and Lookout Pass*) are offering a variety of programs during January 2011 for children and adults who want to learn to ski or snowboard, or simply improve their skills.

Learn to Ski and Snowboard Month is a national effort organized by the snow sports industry to get adults and children outside in the winter to learn new activities and get some exercise. Beginning in 2007, this program has attracted over **20,000 people** to learn a new snow sport.

Ski the NW Rockies offers an “EZ Ski or Ride 1-2-3” package at each member resort, which includes three lift tickets, three rentals, and three lessons. Prices range from \$89 - \$139, depending on the mountain. For more information, visit <http://www.skinwrockies.com/ez-ski-ride-1-2-3>.

Following are Learn to Ski and Snowboard Month offerings from each Ski the NW Rockies resorts during the month of January. Complete information on lessons and other programs is available on www.skinwrockies.com.

- **Lookout Pass:** Lookout’s nationally recognized Free Ski School for Kids, ages 6-17, is offered every Saturday morning beginning January 8th. Beginner sessions start at 10 a.m. and intermediate through expert lessons begin at 11:30 a.m. Lookout’s Snow Bus for adults and children will operate Saturdays from January 8th through March 12th. Check Lookout’s website for departure times and locations.

- **49° North:** Try the “Learn to” package for \$59. The package includes a 1 ½ hour group lesson, rental equipment, and a Chair 3 lift ticket that will access beginner and novice terrain. Group lessons are offered at 10:30 a.m. and 1:30 p.m. on weekends and holidays. A special on Private Lesson Sessions is available during the month of January – purchase four of the same private lesson products and get the fifth for free.
- **Silver Mountain Resort:** Silver’s “Never Ever” Package is \$70 and includes rental equipment, 1 ½ hour group lesson and a beginner area lift ticket. Lesson begins daily at 10:30 a.m. and at 1:00 p.m. on weekends.
- **Mt. Spokane:** Mt. Spokane’s “Never Ever” Package includes an all-day lift ticket for Chair 5 (beginner hill), a 2-hour group lesson and all-day rentals for \$69. Lessons being daily at 10:30 a.m. and 1:00 p.m. Packages purchased Wednesday through Saturday also include a night skiing session. Purchase a Never Ever Package in January and receive a Mt. Spokane collector’s pin.

Ski the NW Rockies includes four of the nation’s best resorts within 100 miles of Spokane, offering all ages the best in skiing, snowboarding, and winter activities.

“Snow sports like skiing and snowboarding are a terrific way to stay fit and active during the winter,” said Jeff Colburn, President, Ski the NW Rockies. “All our member resorts offer ski and snowboard instruction taught by certified professionals for families and winter enthusiasts of all skill levels. We invite all local residents and out of town guests to learn to ski or snowboard this January!”

About Learn to Ski and Snowboard Month

Learn to Ski and Snowboard Month is a national initiative organized by industry associations throughout the month of January to encourage children and adults to learn alpine skiing, snowboarding, and other human propelled snow sports by taking lessons from a professional instructor. To learn more, visit www.learnasnowsport.org.

About Ski the NW Rockies

Ski the NW Rockies is a non-profit association representing the Inland Northwest snow sports industry, including four ski areas and industry retailers. Ski the NW Rockies is comprised of four local, accessible mountains, all within 100 miles of Spokane. Silver Mountain, 49° North, Lookout Pass, and Mt. Spokane all offer affordable winter fun for the whole family. To learn more, visit www.skinwrockies.com.

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