



## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
January 13, 2010

### **SNOWBOWL PREPARES FOR SAFETY WEEK**

Flagstaff, AZ - The National Ski Area Association's 11<sup>th</sup> annual National Safety Week is January 16-22, 2010. During the Week, over 50% of the 326 member ski resorts participate in many different ways to encourage slope safety.

During the 2008-2009 winter season, the Arizona Snowbowl's Safety Committee, which is employee driven, came up with the phrase, BAAH! (Be Alert, Accidents Hurt) and stars Sammi and Stella, the Safety Sheep. Their efforts earned them their first ever National Safety Award for the Best Overall Safety Program for 2009.

This year, Snowbowl is planning to kick off National Safety week activities on Saturday January 16, 2010 with their new "Safety Camp" as the center piece of the event! They will have activities for all ages, engaging employees and guests to think about safety both on the slopes, in the lodges and at work. During Safety Week, children and young adults will be asked of their knowledge of the skier/rider responsibility code "Winter Rules!". Those that know the "Winter Rules" or learn the rules will receive a "Safety Pass", which will entitle them to discounts in the lodges and at our mountain retail shops. In addition to the discounts, a free mid-week lift ticket will be given to the first 250 participants.

"Last year, with helmet use on the rise (48% of all skiers and riders use helmets while on the mountain) we offered kids helmets at a greatly reduced price. This program was so successful (helmets sold out in only a few days); we will once again offer this program with a special purchase of 200 helmets from Anon, sized for both kids and adults. This \$90.00 retail helmet will be sold for \$30.00 during Safety Week! Because of last year's success, we are anticipating a sell out again," states Jon Gauld, Snowbowl's Safety Coordinator.

For more information about the Arizona Snowbowl, call (928) 779-1951 or visit our Web site at [www.arizonasnowbowl.com](http://www.arizonasnowbowl.com).

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