



PRESS RELEASE

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SNOWBOWL HOLD PRICES ON SEASON PASSES

Preseason Rates available through October 11

Flagstaff, AZ - Season Passes for the 2009-2010 ski season are now on sale. Take advantage of savings of up to \$300 with pre-season rates. Rates for College and Student passes are reduced from last season. These discounted rates are available through October 11, 2009.

"We are very excited about the coming winter. The National Weather Service is forecasting a moderate El Nino, which typically brings a lot of snow to Snowbowl and the buzz around Flagstaff is that it is going to be an early and very snowy winter", states Dave Smith, Snowbowl's Marketing Director.

Pass sales are expected to be strong following two great seasons and the forecasted El Nino. There has been no price increase since 2001.

"There is an incredible value for those who purchase a Season Pass", continues Smith. "There is the freedom to come and go as you please without the pressure of trying to get in a full day of skiing. Season Pass holders have direct access to the lifts, discounts at Snowbowl, at select Flagstaff businesses and savings on lift tickets and lodging at nearby ski resorts. At most, it takes 8 days on the slopes to pay off your pass. Those who act now can save hundreds of dollars."

The easiest way to purchase a Season Pass is via their website, www.ArizonaSnowbowl.com and purchase online. They will also be at Mountain Sports Downtown, located at 24 N. San Francisco St., from Sept. 25 through Sept. 30, 2009 selling passes directly. For more information, call (928) 779-1951 ext. 120.

2009/2010 RATES	THROUGH 10/11/09	EFFECTIVE 10/12/09
ADULT	\$399	\$699
DEPENDENT CHILDREN (ages 8-18)*	\$99	\$99
COLLEGE (must show schedule with min. 9 credit hours)	\$299	\$499
STUDENT (show school ID, ages 8 through 12 th grade)	\$249	\$399
SENIOR (ages 65 - 69)	\$299	\$399
70 & OVER / 7 & UNDER	\$19	\$29

* A "Family Pass" consists of at least one parent (\$399) and any dependent Children between the ages of 8 and 18 at \$99 each

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

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