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***ARIZONA SNOWBOWL LOOKS TO THE FUTURE
WHILE CELEBRATING 80 YEARS OF HISTORY!***

Flagstaff, Ariz. -- Established in 1938, Arizona Snowbowl is one of the longest continually operating ski resorts in the country and this season marks Arizona Snowbowl's 80th anniversary. To celebrate, Snowbowl is hosting an on-mountain party and a free concert in downtown Flagstaff, Feb. 23–24, 2018.

On Friday, Feb. 23, Arizona Snowbowl will kick off 80th celebrations with an 80s-themed deck party at the Hart Prairie Lodge from 3 to 7pm. Enjoy delicious barbeque with a DJ spinning 80s music, food and drink specials, complete with a Torchlight Parade at dusk. Snowbowl staff members will traverse the mountain lighting up Hart Prairie with torchlights at every turn. This is a fun, family-friendly, not-to-miss event!

The festivities continue on Saturday, Feb. 24 in downtown Flagstaff with a special free concert at the Orpheum Theater from 7 to 11pm by Mogollon, Arizona's premier country rock band. The Orpheum Theater will be transformed into a snow globe with an ice bar, photo booth with free photo strip takeaways, and more!

"We're excited to celebrate Arizona Snowbowl's 80th anniversary with all of our passholders, guests, partners, employees, alumni, and the town of Flagstaff," stated J.R. Murray, general manager of Arizona Snowbowl. "It's a great opportunity for us to say thank you for your support over the past 80 years!"

For the past 80 years, Arizona Snowbowl has offered snow enthusiasts the best on-snow experience in the state. Since 2012, the resort has experienced a complete transformation with more significant improvements at Snowbowl over the past six years than during the past 74. As a result of these efforts, Snowbowl is positioned to continue being a premier ski resort in the Southwest for many more years to come.

"Snowbowl has certainly come a long way over the years, but even more so in recent history, which has really made an impact on the resort, our services and the product we offer our guests," stated Murray. "Arizona Snowbowl has truly gone through a renaissance over these past six years with major improvements to the mountain that have significantly enhanced our guests' experiences."

Since 2012, Snowbowl has added snowmaking infrastructure, which revitalized the ski resort. Snowbowl now has more consistent slope conditions, and longer and more reliable seasons. Its state-of-the-art snowmaking system provides coverage of more than 65% of designated trails. Snowmaking has significantly improved the ski product, and provides a solid base of snow throughout the entire season. Guests are able to plan winter trips, including spring break vacations in March and April with more confidence. Employees also have more consistent work throughout the season.

(more)

Snowmaking isn't the only major improvement at the resort. Over the past three years, Snowbowl has added a new lift every year. In 2015, Snowbowl opened its first new chairlift in 30 years, the Humphrey's Peak Quad, which serves popular intermediate trails, including Route 66 and Pluto. In 2016, Arizona Snowbowl installed its first high-speed lift -- the only high-speed six-person lift in Arizona. The new Grand Canyon Express, named because you can see the Grand Canyon while riding the lift, transports skiers up the mountain in six minutes with access to more than 80 percent of the ski area. The top terminal is located on Ridge Trail at 10,900 feet in elevation. In 2017, Snowbowl's old double Hart Prairie chairlift was replaced by a new quad chairlift with a loading conveyor, which makes loading the lift easier and more efficient, especially for beginners. The new lift's capacity is 1,800 people per hour which is double the old two-person lift, reducing wait times for skiers and snowboarders.

Also new this winter, Snowbowl is opening a new 300-seat restaurant, doubling the dining capacity at the base area. A new pedestrian overpass now connects the Hart Prairie Lodge with the Grand Canyon Express and Sunset chairlifts, eliminating the previous crosswalk, and helping reduce traffic and improve flow up to the Agassiz Lodge. The Flagstaff ski resort also refreshed its brand and logo this season. The new logo incorporates a contemporary mountain design, which is integrated in Arizona Snowbowl's new website which makes finding information and buying lift tickets, season passes, rental packages, ski and snowboard lessons much easier.

These enhancements are part of multi-mountain capital improvement projects totalling \$35 million over three consecutive seasons from 2015 to 2018 across five mountains: Arizona Snowbowl, Purgatory Resort, Sipapu Ski & Summer Resort, Pajarito Mountain, Hesperus Ski Area, plus Colorado's largest snowcat skiing operation, Purgatory Snowcat Adventures.

"While Snowbowl celebrates its 80 year-long history, the resort continues to keep its eye on the future with a strong commitment to enhancing the overall guest experience," stated Murray. "Our team continues to enhance our mountain master development plan and work with the Forest Service so we can provide mountain biking and other multi-seasonal activities at Snowbowl."

Arizona Snowbowl is open daily with eight lifts turning from 9am to 4pm. For more information about Arizona Snowbowl, visit Snowbowl.ski or @AZSnowbowl on [Facebook](https://www.facebook.com/AZSnowbowl), [Twitter](https://twitter.com/AZSnowbowl) and [Instagram](https://www.instagram.com/AZSnowbowl).

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Media Contacts:

Editorial contact: John Brice (858) 405-4622 / John@SnowSportsPR.com

On Site Contact: Ksenia Hartl (989) 860-8213 / khartl@snowbowl.ski

About Arizona Snowbowl

Founded in 1938 and known for offering the best beginner terrain in the Southwest, Arizona Snowbowl is one of the oldest continually operating ski areas in the country, and is the first to open and last ski area to close in Arizona. Located 14 miles north of Flagstaff, Arizona, on the San Francisco Peaks and on the highest mountain in Arizona (Humphreys Peak at 12,367 feet), Arizona Snowbowl offers 55 trails and 3,000 vertical feet (with 2,300 lift-served vertical feet) on 777 acres with eight lifts, three terrain parks and two mountain lodges. With exceptional backcountry access and tree skiing in the winter, Arizona Snowbowl also offers a world-renowned summer scenic chairlift that provides stunning views of the red rocks in Sedona, the cinder cone volcanic field, and the rim of the Grand Canyon. In the summer, Snowbowl offers scenic chairlift rides, live music, and other events. For more information, visit Snowbowl.ski. Also see [Facebook.com/AZSnowbowl](https://www.facebook.com/AZSnowbowl) and [Twitter.com/AZSnowbowl](https://twitter.com/AZSnowbowl).