



## FOR IMMEDIATE RELEASE

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### **Purgatory Announces Last Big Festivities of the 2010-2011 Ski & Ride Season!** *New family event added to line-up in celebration of a terrific year at Purgatory.*

Durango, Colo. – March 22, 2011 – With more than 200 inches of snow falling at Durango Mountain Resort this season, it has been a great year of skiing and riding! Terrain park improvements, enhanced grooming and snowmaking abilities, and the opening of Ambassador's Glade, which added to the Resort's more than 35% expert terrain, paved the way to an outstanding year for Purgatory! To celebrate, Durango Mountain Resort has planned the last big festivities of the season, which are set for Saturday, April 2 and Sunday, April 3.

#### **Weekend's festivities provide fun for all ages!**

Durango, affectionately known as "The Napa Valley of Beer," brings its tasty brews to Purgatory on Saturday, April 2<sup>nd</sup>. Some of the world's finest beers brewed just downstream in the town of Durango by Carver Brewing, Durango Brewing Co., SKA Brewing and Steamworks Brewing Co. will be featured during the Bootleggers Beer Tasting event from 2 to 5 pm on April 2<sup>nd</sup>. Craft beer lovers can enjoy samples on the Ski Beach for just \$1 per tasting. A portion of the proceeds raised during the event benefit the foundation created by the nonprofit Durango Bootleggers Society.

#### **Beach Bash, a fun, new family event, headlines the season's festival finale!**

Families will love the event planned for the final day of the regular ski season on Sunday, April 3<sup>rd</sup>. In partnership with SOS Outreach (Snowboard Outreach Society), Durango Mountain Resort is hosting the inaugural "Beach Bash," which transforms DMR into an exciting carnival for all ages! Besides for incredible spring skiing and riding at Purgatory, the Beach Bash will be complete with a bouncy house, giant slide, face painting, bungee trampoline, mechanical bull ride, dunk tank, food and drink specials and more! The Beach Bash takes place from noon to 5pm on April 3<sup>rd</sup>.

For mountain bike fanatics, an on-snow mountain bike slalom race will be held during the Beach Bash on lower Demon at 1 pm with awards presented to top performers and best costumes. All ages are welcome to participate in the event, where racers will be timed while biking through slalom gates. Participants can register by visiting [www.active.com](http://www.active.com) or at Durango Mountain Resort on April 3<sup>rd</sup> between noon and 1 pm.

There are many other exciting events during the Beach Bash. Mysto the Magician will be mystifying kids with his magic from noon to 1 pm. Durango's own Ralph Dinosaur will be jamming from 2 to 5 pm. Live and

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silent auctions featuring Venture Snowboards, Roxy Snowboards, skis, jackets, snowboard benches and other donated items will take place from noon until 3 pm.

Proceeds that are raised during the April 3<sup>rd</sup> Beach Bash benefit SOS Outreach, a nonprofit organization that builds character and self-esteem in youth through outdoor activities, such as snowboarding, and positively impacts the lives of more than 100 Durango youth using its core values of courage, discipline, integrity, wisdom and compassion. Initial sponsors of the Beach Bash include Durango Mountain Resort, Durango Party Rental, Jump N Fun, Steamworks Brewing Co., Venture Snowboards and Purgy's.

Starting on March 28 through April 2, lift tickets at Purgatory will be reduced to \$52 for adults, \$40 for students, \$30 for kids (6yrs-12<sup>th</sup> grade), \$40 for silver tickets (62-69yrs) and \$30 for golden tickets (70+ yrs). Lift tickets will also be discounted for April 3, which is the last day of daily operations at Durango Mountain Resort -- \$40 for adults, \$32 for students, \$25 for kids (6yrs-12<sup>th</sup> grade), \$32 for silver tickets (62-69yrs) and \$25 for golden tickets (70+yrs).

Lifts at Purgatory will be operating from 9 am to 4 pm, daily through Sunday, April 3, 2011. Sunday, April 3 is the last day of daily operations for the season at Purgatory. Any extensions of the season on a weekend basis are weather permitting and will be announced separately.

*Purgatory at Durango Mountain Resort provides snow enthusiasts with many ways to enjoy the winter wonderland. Purgatory features 88 trails, three terrain parks and 1,360 skiable acres. With 10 chairlifts and rarely any lines, it's simple to zip around the mountain and enjoy the spectacular scenery amidst the rugged San Juan Mountains. For more information visit [www.durangomountainresort.com](http://www.durangomountainresort.com) or follow us on [www.facebook.com/skipurg](http://www.facebook.com/skipurg) and [www.twitter.com/skipurg](http://www.twitter.com/skipurg).*

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