



FOR IMMEDIATE RELEASE

December 22, 2011

For more information contact:

Kim Oyler, director of communications

(970) 385-2131 koyler@durangomountain.com

Don't Hibernate this Winter! Learn a New Snow Sport Month is Here!

Durango Mountain Resort Offers Beginners Enticing Deals in January

DURANGO, Colo. – Purgatory at Durango Mountain Resort is pleased to announce two new programs during January 2012 for children and adults who want to learn how to ski and snowboard. January is national Learn to Ski & Ride Month, so Purgatory is offering two incredible deals to get adults and children out of hibernation and on to the slopes this winter!

3-Session Start 'em off Right Beginner Package only \$99

- 3 morning half-day ski or snowboard lessons for adults/children
- 3 days of basic rental equipment
- 3 days of beginner lift tickets

Upon completion of the 3-session beginner program, "graduate" may purchase a season pass for only \$99 and continue to practice his/her skiing or riding skills for the remainder of the 2011-2012 season! This package provides savings of nearly \$250 for the lessons, rentals and lift tickets alone.

Learn to Ski & Ride Beginner Day Deal only \$49

- 1 morning half-day ski or snowboard beginner lesson for adults/children
- 1 day of basic rental equipment
- 1 day of beginner lift ticket

This package provides savings of more than \$65.

These new packages are only valid at Purgatory during the month of January as part of national "Learn to Ski & Ride Month" and are geared toward people who have never skied or snowboarded and want to learn. Basic rental packages include skis/snowboards, boots, poles and helmet. Pre-registration is required for participation. Visit www.skipurg.com/lssm for details and to register.

National Learn to Ski and Snowboard Month is an effort organized by the snow sports industry, including the National Ski Areas Association, SnowSports Industries of America, National Ski Patrol, the Professional Ski Instructors of America/American Association of Snowboard Instructors and other resorts and organizations to get family and friends outside in the winter. The national slogan, "Humans Were Never Meant to Hibernate," is intended to encourage children and adults to ski and snowboard as a way to get some exercise outdoors at a time when most people tend to stay inside.

"Snow sports are fun and easier to learn than many people think," said Mark Garrity, director of Purgatory Ski and Ride School. "You can burn a lot of calories, meet fantastic people and have an experience that can be shared among friends and family."

(More)

Learning programs at the resort are posted at www.skipurg.com/lssm. Children and adults are encouraged to learn from a professional instructor. General information about getting ready for a snow sports experience is available at www.skiandsnowboardmonth.org.

Durango Mountain Resort is recognized as a top family-friendly resort and has one of the best Ski and Ride Schools in the region. Purgatory provides snow enthusiasts many ways to enjoy the winter wonderland with 88 trails, five 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. Other winter fun activities include snow tubing, Nordic skiing, snowshoeing, horse-drawn sleigh rides, ziplining, snowbiking, backcountry skiing, snowmobiling and more! For more information or to book a vacation, call 800-525-0892, visit www.durangomountainresort.com, or follow us on www.facebook.com/skipurg and www.twitter.com/skipurg.

###