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Media contact:
Kim McNulty
(970) 385-2131
kmcnulty@durangomountain.com

Experience Elevated Thrills with the New Heart-Pounding Purgatory Plunge Zipline!

Durango, Colo. – April 28, 2011 – Take one part incredible scenic views, add in some cables, harnesses, trolleys and helmets; connect it to the tallest tower in Durango and what does it produce? Screams of delight, heart-thumping exhilaration with breathtaking views from Durango Mountain Resort’s new zipline, called the “Purgatory Plunge.”

This exciting, new attraction provides a new perspective of the awe-inspiring San Juan Mountains as guests soar for 420 feet at speeds of up to 35 mph. Views of the majestic Needles Mountains and towering Engineer Mountain provide adrenaline junkies with a unique experience that no other zipline in the region offers.

The adventure starts at the top of the Purgatory Village tower in the resort’s main plaza and features two parallel ziplines that stretch over Purgy’s Bear Bar and the famous gathering spot known as “Purgatory Beach.” The Purgatory Plunge is named for the sensation of literally “plunging” off the tower as zipliners experience both vertical and horizontal motion.

The Purgatory Plunge debuts in June 2011 and will be open year-round, coinciding with resort hours of operation. For a different take on Après Ski, thrill-seekers can zip over skiers, patio diners and spectators on the Beach. In the summer, soar over mountain bikers, hikers and picnickers. And the spectacular fall colors will never look so incredible as thrill-seekers fly past streaks of brilliant gold, orange, yellow and green.

“As the most unique thrill experience in the Southwest, the Purgatory Plunge offers spectacular scenery and an adrenaline rush like no other. It provides a different experience in each season, especially in the winter when other ziplines are closed,” stated Gary Derck, CEO of Durango Mountain Resort. “The zipline is a fantastic new addition to all the other exciting activities at the resort and gives visitors one more reason to come and enjoy our mountain.”

The Purgatory Plunge promises an exhilarating ride at a great value and is only \$25 per person. The zipline can be purchased à la carte or at a discount when combined with the summer Total Adventure Ticket, which offers access to some of DMR’s most popular summer activities, including the Alpine Slide, scenic chairlift, mountain bike uplift, miniature golf, climbing wall, bungee trampoline and mechanical bull. For more information, visit www.durangomountainresort.com.

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Durango Mountain Resort is a premier four-season resort. Purgatory provides snow enthusiasts many ways to enjoy the winter wonderland with 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. When the snowflakes stop falling and the grass turns green, DMR transforms into a place for summertime outdoor fun and adventure, with an exciting new zipline, an Alpine Slide, scenic chairlift rides, hiking trails, mountain bike uplift and trails, climbing walls, bungee trampolines, miniature golf, disc golf and more! For more information visit www.durangomountainresort.com or follow us on www.facebook.com/skipurg and www.twitter.com/skipurg.