



For more information contact:

Kim McNulty, director of communications

(970) 385-2131 kmcnulty@durangomountain.com

What's New for 2011-2012!

September 20, 2011 – DURANGO, Colo. – Purgatory at Durango Mountain Resort offers incredible skiing and riding on 1,360 acres of terrain, 10 lifts, 88 trails and five terrain parks. With sunny, bluebird days that follow intense storms dropping incredible dry powder, Durango Mountain Resort provides skiers and riders with pure alpine nirvana!

Fly and Ski Same Day from Dallas!

This winter, it's easier than ever to get from Dallas to Durango with the new daily direct flights on American Airlines' regional jets. The airline's arrival schedule allows ski enthusiasts to fly direct from Dallas/Fort Worth to the Durango airport and hit the slopes before noon.

Take the Winter Plunge!

While the **Purgatory Plunge Zipline** debuted this summer, it's going to be an entirely new experience this winter as "Plungers" zip over skiers hanging out on Purgatory Beach and Purg's patio. Thrill seekers soar for more than a football field at 35 mph, and will enjoy an après ski experience that is unique to most US ski resorts. The Purgatory Plunge is one of only a handful of ziplines open in the winter at a ski resort.

This Winter's New "Black" is Velvety, White Corduroy!

After the past few years of expanding expert terrain offerings, such as gladed tree-skiing on the front and backside of the mountain, Purgatory will now add **High Angle Grooming** for those who want to experience the steeps but prefer the sweetness of vertical corduroy. Added to the mix of Purg's grooming fleet is the Prinoth Bison X with Sherpa Winch that will allow grooming on steeper terrain. Experience Styx, Lower Hades, Catharsis and other trails that will be groomed at different times throughout the season. Lovers of the ungroomed need not fret, as Purg's crew will only be grooming half of the designated expert runs – keeping the other half still in its natural, unmanicured state. Experts will now find groomed snow, powder and moguls all on the same run.

Bringing Rocker Technology to Beginners

Purgatory at Durango Mountain Resort is offering enhancements to the beginners' experience that allows them to progress more rapidly, making it easier than ever before to learn to ski. Lessons at Purgatory are structured around a new program, which includes using specialized Volkl skis rented at Purgatory Rentals that are engineered with "rocker tip" technology. These special skis lower the propensity to cross ski tips and improve turn radius. Ski school lessons also incorporate a teaching progression methodology with the use of graduated lengths of skis as a beginner improves. This gives newbies the ability to learn turns with more stability and instills more confidence on the slopes. The bottom line with this new program is that beginner skiers will be able to advance more quickly and learn at a greater pace than ever before, making it a better experience all around.

(more)

January is “**Learn to Ski/Ride Month**” and Purgatory will feature special offers and great packages for those who want to learn a new winter sport. Packages will include lift tickets, lessons and ski/snowboard rentals, providing the first timer with everything they need to get started. Ski and Ride School is offering special lessons geared toward those who have never ever skied.

Keeping the Parks Fresh!

Following up on Purgatory’s commitment to keeping its Terrain Parks fresh, Durango Mountain Resort is adding a new park to its mix of Terrain Park offerings. Last year, Purgatory started constructing its half pipe and other features out of dirt in order to provide more consistent conditions, which allowed it to open earlier than ever before as it needed less snow to form. This year, Purgatory is adding the **Pinkerton Starter Park** to the mix, which will have small features that are perfect for skiers and riders who are new to the terrain park world and want to try out their skills before hitting the big league. Also being enhanced this year is the **Animas City Adventure Park**, an area featuring store fronts from the old west designed for kids of all ages to ski and ride through it.

NEW Snow Adventure Camp Just for Kids!

Snow PACK (Purgatory Adventure Camp for Kids) is a new, exciting, fun day camp for children ages 7-12 who love outdoor winter adventures. Kids will make new friends and participate in exciting activities, such as tubing, snowshoeing, Nordic skiing, scavenger hunts, building snow sculptures, forts and igloos, and more! Other programs include learning winter skills and safety and doing arts and crafts projects. Kids will have time to be kids, be creative, socialize and have fun! Included is a daily hot lunch, daily bus transportation to/from Durango/Purgatory, winter program gear rentals (such as tubes, snowshoes, etc.), arts & craft supplies and a free Snow PACK t-shirt. Snow PACK dates are February 20-24, 2012.

Master the Mountain in Fun New Ways!

Purgatory at Durango Mountain Resort is featuring some exciting new clinics this season, including two weekend camps. The **Women’s Weekend Camp** on February 11 & 12, 2012 provides two fun-filled days of opportunities to meet other women with similar skiing and riding abilities and improve their skiing and riding skills in a small group environment. Taught by Purgatory’s top women instructors, this clinic will help women gain more confidence on the slopes and achieve the next level. On February 25 and 26, 2012, the **Mogul Busters Weekend Camp** will help improve participants’ bump skiing abilities. With two full days of coaching by Purgatory’s top professionals, participants will be bumping with the best of ‘em in no time, from blue bump trails to double diamond bump terrain.

Other new clinics include the **Early Season Tune Up Clinic** on December 17, 2011 to get a jump start on the season. The **Mogul Masters Clinic** will help novice to zipper line skiers find the best lines and perfect their skills on the bumps -- offered January 28, 2012; February 18, 2012; and March 11, 2012. All ability levels will learn progressive techniques of Tele skiing at the **Purgatory Tele Daze Clinic** on December 18, 2011; January 14, 2012; and February 7, 2012.

Other Exciting News for Winter...

- Debuting this winter is **Alpine Chic**, a new ladies clothing, footwear and accessories store in Purgatory Village Plaza that will help elevate a woman’s mountain style. Whether she’s looking for a stylish memento of her trip or wanting a fresh style for après ski, Alpine Chic is the hub for ladies’ mountain apparel.
- **Kendall Mountain Liquors** moved locations in Purgatory Village Plaza and expanded its selection of fine wine, domestic and craft beer, spirits and souvenirs.

(more)

- New seasonal **family locker rooms** have been added to Purgatory Village Center, making it more convenient to store items while out on the mountain.
- The new **Winter Adventure Center** in Purgatory Village Plaza provides one-stop shopping for winter enthusiasts to make their reservations for horse-drawn sleigh rides, guided snowshoe tours, snowmobile adventures and more.
- Headquartered inside Backcountry Experience's Purgatory Village Plaza location, **Kling Mountain Guides** provides guided backcountry skiing, mountaineering and ice climbing for those looking for winter adventures with a seasoned guide.
- Operating out of Durango Mountain Resort, the **San Juan Ski Company**, Colorado's largest backcountry snowcat skiing/snowboarding operator, is adding new specialty trips to its traditional snowcat skiing/riding tours. Family PowderCats lets the entire clan experience intermediate backcountry terrain; Learn-to-Ski Powder Snowcat provides a full-day lesson in the backcountry; and go big or go home with the Steep Skiing Clinics that take cliff huckers and big mountain rippers on the trip of their dreams. With more than 35,000 acres of terrain, SJSC is a sure bet for epic skiing and snowboarding. Visit www.SanJuanSki.com for more details.

Mark Your Calendar....

Purgatory at Durango Mountain Resort is once again targeting Thanksgiving weekend to begin its winter season operations, so mark the calendar for November 25, 2011, when the lifts start turning.

Dec. 17 & 18, 2011 **BrewSki Demofest** brings winter sports and local craft beer together for one exciting weekend. Try out new winter sports equipment like snowshoes, backcountry packs and avalanche gear, demo alpine skis and snowboards, then savor delicious samples of local award-winning craft beers. Durango Mountain Resort will also host avalanche clinics throughout the weekend.

Jan. 14-16, 2012 **Winterfest** is a fun event that gives snow enthusiasts of all ages opportunities to experience new winter activities, such as ice climbing, dog sledding, snowshoeing, Nordic skiing and more. Events are hosted at Durango Mountain Resort and sponsored by Backcountry Experience.

Feb. 1-5, 2012 **Snowdown Winter Festival**. This premier winter festival dating back to 1979, brings together the entire Durango community to celebrate winter. The theme changes annually, and there are more than 60 different events, with new activities being added every year. Events include an evening parade, Ski Softball Tournament, Snowdown Balloon Rally, wine tasting, beard growing contest, Snowdown Follies, Bed Race, a fireworks show and more. The festival's events have become favorites of locals and visitors alike.

Durango Mountain Resort is known as a top family-friendly resort. 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, 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.

###