



FOR IMMEDIATE RELEASE

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Bluewood announces unprecedented day pass value *Ski area focuses on fun, great deals and giving back to the community*

DAYTON, Wash.—Early indications suggest that an El Niño effect may bring extra snow to Bluewood this year, and the *The Old Farmer's Almanac* also predicts a snowy winter in the Northwest. Coupled with an early pre-Labor Day first snow at Bluewood, that's welcome news for snow lovers in the region.

“We're excited about the prospect of a much better snow season this year, and we're gearing up to make it extra memorable—and affordable—for all of our Guests,” says Kim Clark, General Manager of Ski Bluewood.

“This year we're offering an unprecedented price cut for lift tickets,” Clark says.

Last season, for example, a full-day adult lift ticket at Bluewood cost \$47.56, including tax. This year, the cost will be \$39, including tax. Prices for students ages 7 to 17 (and college with ID) will drop from \$41.08 to \$32. That's a savings of 18 percent to 22 percent and represents pricing that hasn't been seen since the 2007-2008 season, Clark says.

“We're also adding eight bonus ski days,” Clark says.

Typically open Thursdays through Sundays during January and February, Bluewood will be adding Wednesdays to the line-up during these two months.

“Think about shaking those mid-week blues by making a trip up to the Blues for an energizing day of skiing or snowboarding. We're calling these bonus days ‘Sneak-Away Wednesdays,’” Clark says.

“We're looking forward to a fantastic season for everyone,” he says. “See you on the mountain!”

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Kim Clark photo: <https://bluewood.com/core/files/bluewood/uploads/files/kim.clark.jpg>

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