

Steamboat

PRESS RELEASE

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SIGNATURE STORY IDEAS

STEAMBOAT SKI RESORT: Seven thousand feet up in the Colorado Rockies, nestled quietly below one of the largest ski mountains in North America, sits a small ranching community that serves as a constant reminder that the Old West is alive and well. Never far from its ranching roots, Steamboat remains firmly linked to a Western tradition that sets it apart from every other resort. Six peaks, nearly 3,000 acres of terrain, abundant Champagne Powder® snow, a 75-year Olympic heritage, and family programs rated the best in the industry, all distinguish Steamboat-Ski Town, U.S.A.® as one of the premier international resort destinations. www.steamboat.com

\$16 MILLION IN ON-MOUNTAIN IMPROVEMENTS: More than \$7 million in on-mountain improvements poured into Steamboat for the 2006/2007 season, from the solar-powered Sunshine Express chairlift to complete remodels for the Rendezvous Saddle and Thunderhead Food Courts. And that was just the beginning. Get ready to experience Steamboat on a whole new level in 2007/2008. This winter, a record \$16 million in on-mountain enhancements will greet Steamboat guests, highlighted by the new Christie Peak Express six-passenger chairlift. Complementing the new chairlift are significant Headwall terrain upgrades, snowmaking advances, improved KVC cafeteria, parking facilities, enhanced trail signage and facelifts across the entire resort.

STEAMBOAT UNBRIDLED: Over forty years ago, the world-class ski area now called Steamboat was established by pioneering visionaries whose spirit still remains strongly embedded in the experience today. Now, the vision for the next decade of Steamboat is being formed by visionaries with the same unique, unbridled and pioneering spirit. Long known for its Champagne Powder® snow, western heritage, Olympic tradition and world-class skiing, Steamboat-Ski Town, U.S.A.® is stampeding in a new direction. Imagine an entirely new experience that holds true to the heart and soul of Ski Town, U.S.A. Steamboat Unbridled represents a community-wide renaissance to the mountain, base area, mountain village, new and unparalleled lodging properties, retail and dining establishments, as well as a transformed Steamboat/Hayden Airport. Many of these changes are already underway and numerous projects will continue to take shape over the coming years. In all, it's anticipated that over one billion dollars will be invested in the Steamboat Unbridled experience. www.steamboatunbridled.com



REAL TOWN/BIG MOUNTAIN: Whether you're stepping foot into a local pub, one of our charming boutiques, or stepping off the gondola, the reception is the same--warm. But the down home friendliness is only half the reason people choose to vacation here. With 165 trails, 3,668 vertical feet, and nearly 3,000 skiable acres, Steamboat's six peaks are filled with world-class groomed cruisers, bumps, steeps, meadows, legendary trees & Mavericks Superpipe.

WORLD CHAMPIONS & OLYMPIANS ABOUND IN STEAMBOAT: Steamboat is simply known around the globe as Ski Town, U.S.A. Its skiing heritage dates back to the early 1900s. Steamboat has produced more winter Olympians than any other town in North America, a record 69 and counting. In fact, Steamboat sent more athletes to both the 2002 (16 athletes) & 2006 (20 athletes) Games than many small countries.

SO MUCH MORE THAN BAKED BEANS & COWBOY COFFEE: Baked beans and cowboy coffee aren't the only things offered in this cow town. Steamboat has developed its own distinct culinary flair that blends native flavors with spices and herbs from around the world. In fact, with award-winning chefs who've studied in numerous Culinary Institutes, cooked for royalty or diplomats and refined their skills under Master Chefs, your taste buds are sure to run wild over their exotic creations. Steamboat boasts more than 100 bars and restaurants to take care of even the most discriminating appetite in a town with a population of only 10,000. No visit to Steamboat is complete without a ride on the Steamboat Gondola to a scrumptious evening at Hazie's and Ragnar's with award-winning continental cuisine and wines, enhanced by spectacular views of the Yampa Valley below or the Steamboat Grand's signature restaurant, The Cabin, an award-winning culinary experience.

REAL TOWN, REAL HISTORY: Long before people strapped on skis for fun, Steamboat residents in the late 1800s were using ski and snowshoes in their daily lives. In fact, Steamboat Springs celebrated its 100-year anniversary in 2000. You'll be hard pressed to find another resort town that exudes this much history, heritage and character.



THE STEAMBOAT GRAND RESORT HOTEL & CONDOMINIUMS: The Steamboat Grand Resort Hotel & Condominium, Steamboat's Only AAA Four Diamond Resort, features 327 beautifully appointed guestroom accommodations, offering a variety of studios, double queen hotel rooms, one-, two-, three-bedroom condominiums and eight luxurious penthouses; award-winning dining under the direction of executive chef Matt Piva; full-service spa and fitness center; an outdoor heated pool and two large whirlpool spas as well as 17,000 sq. ft of indoor/outdoor convention space. The Steamboat Grand, which offers attractive year-round packages covering spa, golf, ski free and meetings & conventions, was recently highlighted

as the #31 resort in Conde Nast Traveler's Top 50 Ski Hotels. The Cabin, the Steamboat Grand's premier dining experience, has been awarded the prestigious Wine Spectator Award of Excellence five times.

MAVERICKS SUPERPIPE: One of the premier superpipes in North America, Mavericks raises the bar for a new level of snowriders. The resort has created a monster of a superpipe: 18-foot walls, 56 feet wide, 22-foot transition and 500 feet long! Mavericks is located in Bashor Bowl, which is serviced by a dedicated lift so skiers and riders can access the pipe and the park more often, continuously sharpening their skills. Steamboat's terrain park features 11.8 acres of terrain for all ability levels, outdoor music system as well as numerous professionally-designed rails and boxes. In addition, Mini-Mav, a miniature version of the monster superpipe, with ten-foot walls, is perfect for novice riders just around the corner in Rabbit Ears Terrain Park. Experience Mavericks and see for yourself what's hot in the freeride world!



KIDS SKI FREE™: Steamboat pioneered the first Kids Ski Free program in the ski industry back in 1982. Steamboat's Kids Ski Free program, valid the entire season, enables children 6-12 years old to ski free the same number of days as their parents when a parent purchases a 5-or-more-day lift ticket. Many resorts today took Steamboat's lead and offer a similar program.

KIDS FLY FREE: Steamboat, the innovator of Kids Fly Free in the ski industry, continues to be the industry leader in programs and packages for families. In fact, Steamboat was the first resort to offer the Kids Fly Free package five years ago. The resort has teamed up with several airlines to offer a nationwide Kids Fly Free Program from numerous domestic cities into Steamboat/Hayden (airport code: HDN) for the 2007/08 season.

STEAMBOAT IS HOME TO AMERICAN SKIING LEGEND BILLY KIDD: When you think of legends in American skiing the name Billy Kidd, Steamboat's director of skiing, is at the top of the list. Billy became America's hero back in the 1964 Olympics when he and teammate Jimmie Heuga became the first American men to win Olympic medals in skiing. For more than 35 years, Kidd has hosted a free ski clinic nearly everyday sharing his love of the sport with others.



STEAMBOAT SKI & SNOWBOARD SCHOOL HOME TO PSIA/AASI NATIONAL TEAM & OLYMPIANS: The Steamboat Ski & Snowboard School is recognized as one of the strongest in the world, with three PSIA/AASI National Team members (Deb Armstrong, Nelson Wingard and Scott Anfang), six Olympians (Billy Kidd, Nelson Carmichael, Chris McNeill, Brendan Doran, Jorge Torruella and Deb Armstrong) as well as more than 400 instructors trained in the latest PSIA/AASI learning techniques. Consistently rated as one of the best in the industry, the resort offers a full line of clinics in multiple disciplines to suit all ages and ability levels, specialty programs and private instruction.

ROCKY MOUNTAIN ULTIMATE PASS: For those seeking unlimited access to Steamboat, Copper Mountain and Winter Park (all Intrust Resorts), get it with the brand-new Rocky Mountain Ultimate Pass - all the access, whatever the resort, all season long. Between the three resorts, Ultimate Pass holders will enjoy a total of 433 trails, 8,510 acres, and over 9,300 vertical feet of terrain. As an additional benefit, for every adult Ultimate Pass purchased, families will be allowed to receive one child's (12 and under) Ultimate Pass free.

WINTER CARNIVAL: The Steamboat Springs Winter Sports Club, one of the largest and oldest winter sports clubs in the U.S., hosts the 95th Steamboat Springs Winter Carnival, the oldest continuing Winter Carnival west of the Mississippi, every February. For several days, the entire town is given over to racing, ski jumping, chariot racing, a parade featuring Steamboat's skiing high school band (the only one in the United States), the famous ski jöring events down Lincoln Avenue, and the spectacular night show featuring the legendary Lighted Man and fireworks display.

RENEWABLE ENERGY: As a part of its long-standing commitment to the environment, Steamboat purchases renewable energy certificates to offset more than 3 percent of its total electricity requirements from green energy sources. Despite the increased cost in supporting renewable energy, the resort is committed to reducing the environmental footprint of its operations, including reducing greenhouse gas emissions and helping to support the increased use of clean, renewable energy. With this decision, the US EPA's Green Power Partnership and The Green-e Renewable Energy Certification Program have recognized the resort's commitment.



ENVIRONMENTAL CHAIRLIFTS: The Steamboat Ski & Resort Corporation installed the Christie Peak Express, a high-speed six-person chairlift, replacing several base area lifts during the summer of 2007. In 2006, the resort installed Sunshine Express, a high-speed quad in Sunshine Bowl and in 2004, a Leitner-Poma of America fixed-grip triple chairlift, Burgess Creek triple. As a part of its long-standing commitment to the environment, the Steamboat Ski & Resort Corporation uses alternative energy to power all three chairlifts. Sunshine Express utilizes a combination of solar and wind renewable energy and is believed to be the only chairlift in the nation to be powered using solar energy. Christie Peak Express and Burgess Creek are powered entirely by renewable wind energy.

DIRECT FLIGHT PROGRAM:



Steamboat is the most conveniently accessed ski resort community in Colorado. Nonstop jet service is offered from Atlanta, Chicago, Dallas, Denver, Houston, Minneapolis/St. Paul, Newark/NYC, New York-JFK, New York-LaGuardia and Salt Lake City on American, Continental, Delta, Northwest and United Airlines. The Direct Flight Program will experience a 9% increase year-over-year in seats or more than 165,000 total seats for the upcoming 2007/2008 season. This represents the largest increase in capacity in the history of the program. All service is direct into the Steamboat/Hayden Airport (HDN), just 22 miles/35kms from the ski area. Getting to Steamboat has never been easier.

OTHER ACTIVITIES: The Champagne Powder® snow and fabulous skiing and snowboarding that have made Steamboat world famous are complemented by an abundance of activities and amenities for all to enjoy. When you're done, take a dip in the restorative waters of our namesake mineral Hot Springs. There's a lot to do in one vacation, so be sure to give yourself ample time here.

OLDEST SKI AREA IN COLORADO: After relocating to Steamboat Springs, Norwegian Carl Howelsen, who started ski jumping in the United States with Barnum Bailey Circus, introduced skiing to this small ranching town in 1913. Today, the oldest ski area in continuous use in Colorado still bears his name-Howelsen Hill, and it recently received historical designation from the Colorado State Historic Fund Board.

TIPSY TAXI STARTED IN STEAMBOAT: Alpine Taxi established the first Tippy Taxi Program in the United States. Currently programs around the U.S. are modeled after Alpine Taxi's original concept. Enjoy your time in Steamboat responsibly.

OLD FASHIONED SODA FOUNTAINS: Lyon's Drug & Johnny B Good's both offer the old-fashioned ice cream experience of the Soda Fountain, popular in the 1950s. Step back in time and experience ice cream the way it is supposed to be enjoyed.

WHAT ARE THOSE YELLOW SIGNS ON THE WAY TO STEAMBOAT? FM Light & Sons, established in 1905, originally erected 300 of the hand-painted yellow and black signs within a 150 mile radius of Steamboat promoting the store and their merchandise. Today, you'll be hard pressed to make the drive to town without seeing one of FM Light & Sons' signature signs. FM Light & Sons sells nearly 6,200 cowboy hats a year including the signature Billy Kidd Stetson and celebrated 100 years in business in 2005.

SEVERAL SIGNS PREDICT WINTER WEATHER: Old legends say that several time-honored folk tales can predict the severity of the upcoming winter. For example, skunk cabbage, nature's snow gauge, is said to predict the depth of next season's snow. This year...we'll just have to watch the signs.

STEAMBOAT'S MOST FAMOUS LANDMARK: Shot back in 1973 by Minneapolis-based photographer, Gerald Brimacombe, The Steamboat Barn poster features Rusty Chandler and Jo Semotan making first tracks in front of the Barn. Look for The Barn poster on the walls of the Stanley Hotel in Steven King's movie, The Shining, as well as in SKI Magazine's Top 100 Ski Photographs.

WHY IS IT CALLED STEAMBOAT SPRINGS? Three French fur trappers traveling down the Yampa River are said to have named Steamboat Springs in 1865. One man heard a chug-chug sound like that of a paddle wheel steamer. The men hurried towards the rhythmic sound and found it to be a bubbling mineral spring -- hence the name. Today, there are more than 150 springs in the area including the Lithia Spring, Strawberry Park Hot Springs, the Heart Spring at the Health & Recreation Center, Soda Spring, Sulphur Spring, Iron Spring and many others on private lands.

THE MOUNTAIN NAMED FOR BUDDY WERNER: Steamboat Springs' legendary skiing sensation, Buddy Werner, accomplished more in his short racing career than any other American. Storm Mountain was renamed Mt. Werner in his honor as was Buddy's Run, a popular intermediate trail. A bronze bust of Buddy is located at the top of this run and local legend has it that if you rub the bronze, it will bring you luck.



EIGHT DIFFERENT MOUNTAIN RANGES SEEN FROM ONE LOCATION: Alarm Clock from the top of Mt. Werner gives you nearly an amazing 360 degree view of the surrounding mountain ranges including: Gore Range, Flat Tops, Buffalo Pass, Park Range, Rawah Range, Never Summer Mountain, the southern tip of the Medicine Bow Range and part of the Mummy Range--eight different mountain ranges from one location. Steamboat is located in the Park Range of the Colorado Rocky Mountains.

STORM PEAK LABORATORY: Steamboat is home to one of the country's highest climate laboratories located at 10,568 feet atop Mt. Werner. Scientists and students from around the world have used the Storm Peak Lab over the past 25 years to study snowfall patterns, climate change and weather movements. What better place to study snow and climate than the home of Champagne Powder® snow?

TALE OF THE TRAIL: Trails on the mountain are arranged with common themes making it easier to remember where you have been. Storm Peak, for example, contains runs named after weather occurrences such as Twister, Hurricane, Rainbow, Cyclone and Tornado. Those on Sunshine Peak are named after time references. Pioneer Ridge trail names feature early settlers and pioneer themes and Morningside Park, of course, has a morning theme.

LIGHTED MAN: A highlight of Winter Carnival for more than 70 years is the "Lighted Man." Claudius Banks first donned his famous costume in 1936-which many locals secretly believe was the inspiration for Robert Redford's "Electric Horseman." His son, Jon, continues this winter tradition, utilizing a dazzling array of self-contained lights and fireworks.

NEVER TOO LATE TO START: Steamboat's Ann Battelle, World Champion, World Cup Champion and U.S. Mogul Champion, didn't start skiing moguls till after she graduated from Middlebury College. Ann, a 4-time Olympian, learned the bump trade at Steamboat from then ski team coach, Park Smalley, in the winter of 1990. Two years later, she was competing in her first Olympics.

STAY IN SCHOOL: The students of the private Lowell Whiteman High School have the usual aspirations: college, career...and the Winter Olympics. The school is home to an amazing collection of the nation's best young skiers who mix their studies with world-class skiing events. Students accomplish this via email, faxes and phone calls while competing around the globe.

FATHER OF FREESTYLE: When people think of the freestyle skiing, the name Park Smalley is usually uttered in the same breath. Park produced six world champions as the US team's first head coach and was a driving force behind making freestyle skiing a demonstration sport at the 1988 Olympics.

GRANDFATHER OF SNOWBOARDING: In 1965, Sherman Poppen invented the Snurfer for his daughter. The Snurfer gave inspiration to modern snowboarding pioneers Jake Burton Carpenter and Tom Sims, who made additional modifications and launched the modern snowboarding phenomenon. Don't be surprised if he shows up during your clinic because he volunteers in the snowboard school. Sherman can be found in Steamboat's legendary trees enjoying Champagne Powder snow and attempting to ride more days than his age. So far, he's accomplished this feat every season.



RANCHING ROOTS WAY OF LIFE: Never far from its ranching roots, Steamboat remains firmly linked to a Western tradition that sets it apart from every other ski community. Many of the same families have been ranching this valley for more than 100 years. In fact, Steamboat Ski Resort employs a handful of active ranchers on staff. A typical summer's day for these Steamboat Ski Resort employees includes eight hours of maneuvering a backhoe or excavator at the base of the ski area in the summer before heading home to gather hay and tend to sheep and cattle on ranches around Steamboat Springs. These employees work year-round for the Steamboat Ski & Resort Corporation and moonlight as Snowcat groomers throughout the winter months.

VALUE PROGRAMS, COMPLIMENTARY TOURS AND SERVICES: Kids Ski Free™, Kids Fly Free, Snowsavers, Early Rewards & other special packages; Free Clinics with Billy Kidd and Nelson Carmichael as well as a plethora of other complimentary tours and services ensures vacationers get the most for their money.

MOGUL SKIERS MIGRATE: Christened The BMT by Steamboat locals, "the bumper migration trail" is comprised of a series of trails located off of Four Points that allows individuals to ski/ride bumps the entire day. You won't find it on the map, so you'll need to be lucky enough to catch up with some of Steamboat's bump enthusiasts to find out where this super bump route lies.

SLEEPING GIANT: The Sleeping Giant can be seen from nearly everywhere on the mountain. The rock formation at the west end of downtown Steamboat Springs was given its name by the Ute Indians who said it resembled a sleeping giant.



LITTLE THINGS MAKE DIFFERENCE: It's the little things, such as Kleenex at lift lines, free hot drinks in the afternoon, ambassadors, complimentary tours & programs, friendly employees and a genuine down-to-earth town, which often go unnoticed but play an enormous role in turning your vacation into one you'll always remember.

TOP-TO-BOTTOM SNOWMAKING: In addition to Mother Nature's annual blessings, the resort's state-of-the-art snowmaking system provides top-to-bottom coverage ensuring quality snow conditions from the top of the mountain to the base from opening day throughout the entire season.

SATELLITE UPLINK: Steamboat was the first ski resort in the country to install a satellite uplink facility, which debuted November 24, 1995. This facility enables the resort to transmit video, images and provide a direct live link to television stations around the globe. Three live locations, one at the base of the gondola and two others at Thunderhead, the mid-mountain gondola terminal, allow immediate plug-in access to television crews to go "live" in a matter of minutes. So the next time you gaze upon a star-filled sky, remember, images of Steamboat are sure to be floating among them.



BUD LIGHT COWBOY DOWNHILL: It all began over 30 years ago when Billy Kidd, Steamboat's Director of Skiing, and Larry Mahan, six-time All-Around World Champion cowboy, decided to invite a few of the ProRodeo stars to Steamboat for a day of skiing. The cowboys had such a great time that the Downhill has become the most popular event of the season with over 100 of the best professional rodeo cowboys competing in the most unique ski rodeo in the country.

WEATHER SUMMIT: Television meteorologists from around the nation will convene in Steamboat for the 19th Annual Steamboat Weather Summit in January 2008. The conference has gained a national reputation as one of the finest programs in the meteorological industry. Participants attend seminars, conduct live remotes to their home station and toss in a little individual powder research. What better place to learn about the latest effects on weather than in Steamboat, long known for its unique weather and the home of Champagne Powder snow!

FREE CLINICS WITH OLYMPIANS: Both Billy Kidd, Steamboat's Director of Skiing, World Champion and Olympic silver medalist and Nelson Carmichael, Olympic bronze medalist and World Cup Champion, offer free clinics throughout the season. There're not many resorts where you can get pointers from some of the best in the sport, absolutely FREE. And if that wasn't enough, you never know who might show up with Billy or Nelson from time to time.

NATIONAL ENVIRONMENTAL AWARDS: Steamboat received national recognition by winning the 2002, 1998 & 1993 Silver Eagle Award for Excellence in Environmental Education. This prestigious award recognizes environmental achievements of ski areas in North America. With more than 20 specific efforts, from tree planting to creek rehabilitation and from monetary contributions to nature trails on the mountain, Steamboat along with its environmental partners make education a daily commitment. Steamboat was also a finalist for the 2000 Silver Eagle award and the 1994 Golden Eagle award.

OKLAHOMA: Local cowboys at a schoolhouse in Hayden introduced choreographer Agnes DeMille to square dancing when she was at Perry-Mansfield. It was from this encounter that she conceived her dance Rodeo. Rodeo later became a popular musical on Broadway and on the big screen as Oklahoma!

STRAWBERRY PARK got its name when nearly 9,000 crates of strawberries were shipped out of the area, three miles north of Steamboat Springs, in 1911. Now it's known around the world for its natural mineral hot springs.

WINTER DRIVING SCHOOL: Learning to handle your car on snow-packed and icy roads is possible at the Bridgestone Winter Driving School. The school teaches the theory and practice of skillful, confident driving on ice and snow. Located in Steamboat Springs, Colorado, the school is America's first and foremost institution to teach safe winter driving techniques, which recently marked its 25th anniversary. Remember, there's not another school like this in the county!



WHAT'S BEHIND THE NAME MAVERICKS? Why name Steamboat's superpipe Mavericks? In California, near Half Moon Bay, there is a legendary big-wave break by the same name where swells reach the height of three story buildings. Only the best surfers dare to ride Mavericks. A Maverick, by definition, is an independent individual. What better way to describe snowboarders and freeriders? Steamboat's Western Heritage, the culture of freeriding, and the fact that the resort has taken its superpipe to the premier level, indicate Steamboat found the perfect name.

STEAMBOAT'S STAFF-AN INTERNATIONAL AFFAIR: Among its employee group, Steamboat attracts a number of top-notch individuals from around the world. Hailing from six out of the seven continents (no one yet from Antarctica) Steamboat's employees represent 26 countries, including the United States.

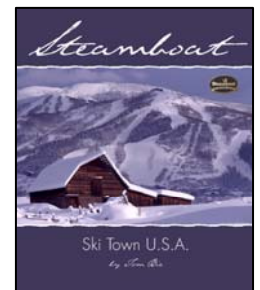
STEAMBOAT SPRINGS WINTER SPORTS CLUB: With its humble beginnings in 1914, the Steamboat Springs Winter Sports Club (SSWSC) has played an integral part in the development of young athletes by providing the support, experience and encouragement that they need in order to achieve their Olympic dreams. In fact, the Winter Sports Club is one of the oldest and most recognized ski clubs in the United States and was named the 2007 United States Ski & Snowboard Association's Club of the Year. The SSWSC, the only place in the country that offers all disciplines (Alpine, Snowboarding, Jumping, Nordic Combined, Cross-Country, Biathlon and Freestyle) in the same club, is dedicated to providing top-level coaching and instruction to winter sports enthusiasts.



SHANNON DUNN-DOWNING: Two-time Olympian, Shannon Dunn, became the first American female to win an Olympic medal in snowboarding (a Bronze in the Halfpipe) at the 1998 Winter Games in Nagano, Japan. She started snowboarding at age 15. Shannon was also the first woman to qualify for snowboarding in the 2002 Salt Lake Olympics. Her other snowboarding accomplishments include: two-time U.S. Open Champion, two-time Overall Grand Prix Champion, and two-time X-Games Champion. She is also a co-founder of the Boarding for Breast Cancer Foundation.

TERRAIN PARK AT STEAMBOAT: Steamboat's terrain park, serviced exclusively by its own chairlift, features terrain for all ability levels spread over 11.8 acres. Features include an outdoor sound system, professional designed rails, tabletops and jumps. Factor in Mini-Mavs, a miniature version of the superpipe just around the corner in Rabbit Ears Terrain Park, with ten-foot walls, perfect for novice riders. Along with snowmaking installed in the summers of 2002 & 2003, Steamboat traditionally opens Mavericks before the Christmas Holiday, allowing freeriders from afar to ride one of the premier superpipes on the continent.

STEAMBOAT: SKI TOWN, U.S.A.®: Steamboat is about Champagne Powder® snow and tree skiing. Steamboat: Ski, Town, U.S.A. is also about the founding and building of the ski area, the famous barn, the hot springs and...did we mention the "Lighted Man" or the "Cowboy Downhill"? From that early dream to the modern internationally acclaimed resort today, find out why Steamboat is the way it is, directly from the people that played a significant role in its development. Jim Temple, John Fetcher, Billy Kidd, Moose Barrows, Loris Werner, Nelson Carmichael, past resort presidents and long-time employees as well as Olympians offer a glimpse into the making of one of the premier ski resorts in the world. The resort teamed with Mountain Sports Press and author Tom Bie to produce the 188-page commemorative hardback book featuring 160 color photos (some rarely seen before) covering the Ski Area's 40-year history. Hardback, 188 pages, 160 color photos, 10"x12", ISBN 0-9717748-4-6, available online at www.steamboat.com.



CULTURAL MECCA: Steamboat is fast earning a reputation in the cultural arena with its award-winning programs from the Steamboat Springs Arts Council, Emerald City Opera, Perry-Mansfield Performing Arts Center, Strings in the Mountains, Beaux Arts Festival, Literary Sojourn, Botanical Gardens, Tread of Pioneer Museum and artisans in a multitude of mediums. When you visit this small ranching town, located in the heart of the Rocky Mountains, cultural now stretches far outside the traditional cowboy culture. In fact, Dustin Hoffman was one of the campers to attend the Perry-Mansfield program, the nation's oldest performing arts school and camp, which recently celebrated its 90th Anniversary.

AWARD WINNING RECYCLING PROGRAM: Steamboat's commitment to environmental management continues with its Silver Eagle Award-winning recycling system. During 2007, a total of 145.25 tons of materials was recycled, including 46.2 tons of glass, 62.8 tons of cardboard, 17.8 tons of aluminum, plastic and tin, 12.75 tons of newspaper, and 6 tons of office paper.

YAMPA VALLEY COMMUNITY FOUNDATION PASSPORT PROGRAM: The ski area, through the Passport Club celebrating its 11th Anniversary, provides exclusive privileges in the form of transferable ski medallions and other benefits to donors interested in providing grants designated toward funding core areas of interest in the local community: Arts & Culture, Education, Environment, Health & Human Services and Recreation. Last season, Steamboat donated more than a quarter of a million dollars in lift tickets, parking permits and rent to the passport program.

DOCTORS AND PARAMEDICS ON THE MOUNTAIN: Now in its 24th year, this program has seven local physicians and another five local paramedics exchange being on-call on the slopes through the resort's mountain/patrol radio network for free skiing privileges. Dr. David Cionni, who heads the Advanced Life Support program at Steamboat, says at least one physician or paramedic is on the hill "almost 100 percent of the time." Cionni said the system works well because skilled medical people can administer advance life support techniques right on the slopes, when minutes count. In addition, the Yampa Valley Medical Center Emergency Doctors monitor radio traffic on this channel and are available for immediate consultation and keep an eye on the patient's condition prior to arriving at the ER. The state-of-the-art Yampa Valley Medical Center is just a quarter mile from the slopes. Steamboat is one of the few in the country with a program like this.

AED: Having already been credited with saving the lives of several individuals, the resort utilizes several automated external defibrillator (AED) units, which are capable of viewing and recording cardiac rhythms as well as administering life-saving cardiac shocks. The resort first purchased an AED Life Pak 300 during the 1992/93 season. Currently, the resort employs twelve AED units in its cache.

JAMES BROWN SOUL CENTER FOR THE UNIVERSE: Local residents named their newest bridge The James Brown Soul Center for the Universe. James Brown, the godfather of soul, attended the dedication of the bridge named in his honor and said "I feel good!" Brown has been back several times to perform in Ski Town, U.S.A.[®]

UNIQUE GONDOLA CABIN: The resort added a cabin to its gondola that is like no other. Cabin No. 129 was built specifically to be more convenient for adaptive skiers, particularly wheelchair users. The cabin means that wheelchair users can roll through the gondola line to board the special cabin for the trip to Thunderhead for the scenery or for a meal. The ADA cabin opens up to 32.7 inches instead of the regular gondola door openings of 24.4 inches. The cabin itself is larger and both of the bench seats flip up, allowing enough room for a wheelchair to turn around inside. If the wheelchair guest is traveling with an able bodied person that person may easily sit down on one of the benches while still allowing plenty of room for the wheelchair. Also, the door opening mechanism of the ADA cabin is in the roof (as opposed to the floor), which allows more room overall. CWA of Switzerland (the same company that built the original eight-passenger cabins) built the new cabin at a cost of \$32,000.



PURCHASE OF DEVELOPMENT RIGHTS: This program allows ranchers and other landowners to sell all future development rights on their land to a conservation trust. In Routt County, PDR established a fund that helps buy ranch development rights, placing the property in protected status. Several ranchers have already taken advantage of this program, ensuring that the wide-open spaces of the Yampa Valley are preserved forever. Tom Baer, who recently retired as the resort's videographer, produced a 20-minute video that was instrumental in the cause.

iCORIS™: iCORIS is currently in full use at Steamboat for reservations, allowing customers to directly book their lodging, activity and vacation packages at the best available rates online at www.steamboat.com. This technology is exclusive-to-Steamboat and its sister resorts, developed by a team of database experts at Steamboat. iCORIS allows customers to book their entire winter vacation package online-including air, ground transfers, lodging, activities and rentals, as well as entire vacation packages in a matter of clicks. The airline portion of iCORIS searches for all types of fares, including negotiated pricing, companion fares and Steamboat exclusive specials. Competing head on with Travelocity, Orbitz and Expedia, iCORIS returns the best options available for your travel needs.

THREE-WIRE WINTERS: Steamboat enjoys more than its fair share of three-wire winter, when the snow stacks up past the third row of ranch fence wires. Yampa Valley ranchers have traditionally measured the severity of a Routt County winter by how high the snow stacks up against their four fence wires. As Sureva Towler writes in her book, *The History of Skiing at Steamboat Springs*, "By January or February of a typical winter, snow will cover the third fence wire, usually 30 inches high." Four-wire winters, generally more than 350 inches at the resort's mid-mountain location, were recorded in 1983/84, 1989/90, 1992/93, 1995/96, 1996/97, 1999/2000 and 2005/06.

WINE SPECTACULAR: The Cabin, the Steamboat Grand Resort Hotel's premier dining experience, has been awarded the prestigious Wine Spectator Award of Excellence for its wine list five times. The Cabin joins a handful of establishments in Steamboat Springs to be recognized by Wine Spectator.

GROOMING GOLD: Winter Olympians are nearly a dime a dozen in Steamboat. But one Olympian who went to Salt Lake in 2002 had been at it for 24 years without ever working out once. Meet a member of the Olympic Grooming Team--grooming supervisor Dave Hudspeth. When officials started recruiting groomers, they looked for the best of the best for the 2002 Olympic Winter Games, Dave Hudspeth's name rose to the top. He works from sunset through the dark and cold night until about 2:30am on the slopes of the Steamboat Ski Area operating a \$250,000 grooming machine that manicures the slopes into nearly perfect condition. At the Olympics, he was one of a select few chosen to groom the Alpine course.

SOUND OF MUSIC: Steamboat has always been a hot spot for music. In fact, Steamboat was voted the #2 best music location in North America and is considered the 'Music Capital of the Rockies'. The following events/concerts have firmly established Ski Town, U.S.A. as the music center of the Colorado Rockies: MTV's Winter Lodge, MusicFest at Steamboat, Hard Rock's Ultimate Altitude, Strings in the Mountains, Bud Light Rocks the Boat Free Concert Series, Ski Jam, Country in the Rockies and concerts by national performers.

NIGHT MOVES: Ever wonder what it takes to keep the slopes groomed every day? Well, two shifts working through the night operate 11 grooming machines from roughly 5:00pm till 7:00am. A Bombardier Winch Cat snow machine, able to groom the steepest terrain on the mountain, opens up a wider variety of terrain for a more diverse group of skiers while ensuring, along with the rest of the snowcat fleet, quality conditions across the mountain.

STEAMBOAT'S FAMOUS CHAMPAGNE POWDER® SNOW - FLUKE OF NATURE OR NATURAL WONDER? The term Champagne Powder snow was coined in Steamboat back in the 1950s to describe the light, dry quality of the snow here in Northwest Colorado. According to scientists from the Desert Research Institute, who operate a climate laboratory atop the resort's Storm Peak, there is a good scientific basis behind the name. The abundant snowfall is a result of Steamboat's location within the Park Range, which is the first significant barrier in the Northern Colorado Rockies to storms arriving from the Pacific. Although the moisture from these storms has been depleted after passing the Wasatch Range in Utah, the Park Range causes a so-called 'feeder' or orographic cloud to form. The orographic cloud is primarily filled with tiny super-cooled droplets, which cause the 'white-out' one sometimes experiences while on the mountain. It is this rare combination of feeder and seeder clouds that is responsible for the frequent occurrence of rimed crystals resulting in the formation of Steamboat's famous Champagne Powder snow, more than 28 feet annually.

SKI CORP. ENVIRONMENTAL FUND: The Steamboat Ski & Resort Corporation Employee Environmental Fund, which resides at the Yampa Valley Community Foundation, awarded nearly \$40,000 during its 2007 granting cycle to worthy projects, programs and facilities that benefit the environment throughout Routt County. Since its inaugural year in 2004, 33 projects have been granted \$138,373, representing a variety of nonprofit organizations across the Yampa Valley. The fund is supported with donations from Steamboat Ski & Resort Corporation employees, special sales of individual chairs from removed lifts and through Passport Club membership sales. www.yvcf.org

ASPEN TREE SECRETS: Why are the trunks of aspen trees white? The trunk is actually a waxy powder that covers a green inner layer the tree needs to photosynthesis. The green layer craves sunlight, but is sensitive to heat. So, even in winter, the color of the tree trunk deflects heat, a great adaptation for climate the trees live in. Did you know aspen are one of the largest living organisms in the world.

COUNTRY IN THE ROCKIES: Country in the Rockies, the premier winter skiing adventure benefiting the TJ Martell Foundation, will be skiing to Steamboat Ski Resort in Steamboat, Springs, Colorado from January 23-27, 2008. Many of the biggest names in country music have participated including: Willie Nelson, Brooks and Dunn, Kenny Loggins, Clint Black, Gretchen Wilson, Big and Rich, Jo Dee Messina and Brad Paisley. www.citr.org

PINE BEETLE PREVENTION: In 2006, Steamboat had their most aggressive effort in nearly 10 years to reduce mountain pine beetle infestation and spruce beetle population. About 913 trees (mostly Lodge pole Pine) were cut and removed via timber sale, and a local logger was used to skid and transport the trees. Of the 913 cut trees, 826 were on US forest land and 87 on private ski area land.

PATROLLERS OF THE YEAR: Steamboat Ski & Resort Corporation Patrollers have been named Patroller of the Year by Colorado Ski Country USA three times since the honor was first established. The Steamboat Patrol is made up of approximately 103 individuals trained in emergency and life saving medical procedures.

FAMILY PRIVATES: Imagine you could spend time together as a family and build memories you'll cherish for a lifetime, all while skiing or riding one of North America's top resorts. Steamboat's Family Private program offers all-day and half-day private clinics for the entire family! Each member of the family will gain maximum benefit as a Ski & Snowboard instructor develops your family clinic to meet specific needs and goals. The personal attention you receive with a one-on-one private is the quickest way to improve your technique. It's recommended that all participants be of similar skiing/riding level, and all children must be at least 1st grade.

THE WEST'S MOST POPULAR PLACE TO FIND YOUR SECOND HOME: Steamboat Springs was recently rated the No. 1 town in the West to buy a second home by Sunset magazine (August 2006). The magazine scouted the West for its top 10 hot vacation-home spots based on growing second home market, great recreational opportunities, relative affordability and a small-town lifestyle.

PODCASTS: The resort has gone into the online movie business with podcasts available for download to an iPod, or on a desktop at the following link, www.steamboat.com/video. Users may download the short videos directly from our website onto their desktops, via iTunes, or they may subscribe to a third party called FeedBurner, which takes Steamboat's footage and returns it into a file that is compatible with every medium. Once someone subscribes to a service such as iTunes or FeedBurner, they will automatically be alerted and receive updates on all of our latest footage

STEAMBOAT UNBRIDLED: Steamboat Unbridled represents a renaissance to the mountain, base area and mountain village, through new and unparalleled lodging developments, retail and dining establishments, as well as a redesigned Steamboat/Hayden Airport. Steamboat Unbridled is the beginning of a billion dollar transformation that will touch every aspect of the vacation experience now and in the coming years. Steamboat Unbridled doesn't change Steamboat's unique history or western culture – it simply takes everything loved and treasured about Steamboat & elevates it to a whole new level, producing a vacation experience that is just short of heavenly. www.steamboatunbridled.com



STORY ANGLES: Quick Picks for Ski Town, U.S.A.®

Business/Technology:

- New Delta & United Nonstop Service
- Largest Increase in Air Seats in Decade
- Hosted Over 1 Million Skier Visits & Record International
- Steamboat MountainWatch-All Children's Ski School & KVC Programs Covered by Tracking System
- New Website, Podcasts & Online Features
- iCORIS, The Cutting-Edge Technology Innovation At Steamboat Central Reservations®.

Education-Growing The Sport:

- Family Privates Growing Trend
- Guaranteed Learn-To-Ski/Ride Programs
- Free Clinics with Olympians Kidd & Carmichael
- Online Instructor Bios-Look Before You Pick!
- Three PSIA/AASI National Team Members On Staff (unmatched within industry).

Safety:

- Steamboat SlopeWise Safety Initiative
- Doctors On The Slopes/Advanced Life Support/AEDs
- National Safety Poster Contest Winner Alice Holmquist Hails from Steamboat. Poster Contest Enters 8th Year
- Slow Skiing/Riding Zones
- Backcountry Access/Responsibilities
- NSAA Programs
 - National Safety Awareness Week
 - Lids On Kids Program
 - Head's Up Safety

Ecology:

- Renewable Energy Offsets Over 3% Of Total Electricity
- Solar Powered Christie Peak Express Joins Wind Powered Burgess Creek & Solar/Wind Powder Sunshine Express.
- Award-Winning Recycling Program-Nearly 150 Tons
- Resort Donates \$75,000 Annually To Capital Funds
- Guided Nature Tours Open Visitors To The Wild
- National Environmental Awards
- Employee Environmental Fund Awards Nearly \$140,000 in Grants in Four Years

Family/Kids:

- Kids Ski Free & Kids Rent Free-Started in 1986
- Kids Fly Free-Industry Innovator
- Family Snow Festival
- Kids' Vacation Center-Best in the Business
- #1 Family Resort In West By Ski Magazine
- Winter Carnival Celebrates 95th Year of Family Fun
- Steamboat MountainWatch-1st Resort to Offer this Program.
- Family Privates Growing Trend

Potpourri:

- Champagne Powder® snow registered trademark of resort
- Tree Skiing/Riding Unmatched In The World
- 3rd Largest Ski Resort In Colorado
- 3rd Largest Vertical Rise in Colorado
- Genuine Friendliness Unmatched by Others
- Bed Base Closes in On 20,000 Guest Beds

Event:

- SSWSC Scholarship Day-Traditional Opening Day Benefit
- MusicFest, Ski Jam & Country In the Rockies Rock the Boat
- Weather Summit
- Cowboy Downhill
- Winter Carnival & Lighted Man
- NASTAR Championships
- Events: 6 Are Nearly 10-Years Old; 4 Are More Than 20-Years Old And One Is Nearing The Century Mark

Food/Wine:

- Culinary Creations at 9,000 feet
- The Cabin-Wine Spectator Award Five Times With Wine List Topping Out At Over 250 Selections
- Culinary Engineers Abound In Yampa Valley As Elite Chefs Create Daily Specials
- New Banquet Chef at AAA Four Diamond Steamboat Grand

Winter Games:

- Steamboat Has Produced 69 Winter Olympians & Counting
- 75-Year Olympic Tradition Earns Steamboat the Ski Town USA Nickname
- Sent 20 Steamboat Athletes To 2006 Winter Games
- Athletes: Billy Kidd, Nelson Carmichael, Travis Mayer, Caroline Lalive, Johnny Spillane, Erin Simmons & More!
- Four-Time Olympians are very rare-Steamboat has two-Todd Lodwick & Ann Battelle.
- Six Olympians on Staff

Luxury/Pampering:

- The Grand Spa @ The Steamboat Grand
- Guide Gourmet Snowshoe
- Strawberry Park Hot Springs
- Ultimate Demos & In-Room Fittings
- Personal Massage Therapist From The Grand Spa
- Sunrise Wild West Balloon Tour Of Steamboat
- High-End Luxury Properties Under Development
- High Altitude Dining @ over 9,000'

Unique:

- Home Of Champagne Powder® snow
- Nicknamed: Ski Town, U.S.A.®
- Howelsen Hill: Oldest Ski Area in Use in Colorado.
- Mavericks Superpipe-Premier Pipe in North America
- Winter Driving School, Powdercats, Winter Sports Club, Steamboat MountainWatch Unique to Steamboat
- Real Town/Western Heritage-Over 100 Years In Making
- Storm Peak Lab-Studying Climate at 10,000 Feet

Women's Programs:

- Deb Armstrong, PSIA National Team & Olympic Gold Medalist-Steamboat's Alpine Technical Director
- Women's Three-Day Clinics Revamped Under Direction of Armstrong
- New Women's Learn-to-Ski/Ride Beginner Clinics Unveiled