

## PRESS RELEASE

## FOR IMMEDIATE RELEASE

### Media Contact:

Matt Sawyer, Director of Marketing  
413.528.2000 x 160

eMail: [marketing@skibutternut.com](mailto:marketing@skibutternut.com)

### Ski Butternut Best Deals for Winter 2005-06

**\$15 LIFT TICKETS** every Mon., Tues., Wed., & Thurs. all season long (excluding our holiday periods) Our regular Friday adult lift ticket costs \$36, so the \$15 Monday through Thursday special rate represents a lift ticket rate far lower than a half priced special.

**New 4Hr FLEX TICKETS** – Offer flexibility to guests who can't enjoy a full day. Tickets start when you purchase your lift pass for the day. An extra 15 minutes is provided so you can change and get yourself to the lift. The 4hr Flex Ticket is ideal for those who can't ski all day, or for those who have a conflict in the morning or afternoon. As an example, if you were to arrive at 10:20 a.m. a 4hr flex ticket would provide you with a pass valid till 2:35 p.m.

**5th GRADERS SKI FREE** - Fill in online 5th graders Ski FREE form, found on our web site [www.SkiButternut.com](http://www.SkiButternut.com) then click on RATES, and then in the sub menu click on WAYS TO SAVE \$\$\$\$. The 5<sup>th</sup> Graders information and form is shown as item #4. Bring your filled in form and proof of enrolment in the 5th grade (a copy of your child's report card will do fine). 5<sup>th</sup> graders will receive a FREE lift tickets Sunday - Friday (excluding our holiday periods) when an accompanying adult purchases a regular priced lift ticket at the same time.

**\$45/Day MIDWEEK SKI & STAY PACKAGE** – Ski all day sleep well at night when you register with one of our lodging partners offering this great deal. \$45 per day Midweek Ski & Stay package is priced out on a per person basis and is based upon double occupancy with a two night minimum stay. Package is valid for skiing Mon. – Fri. with lodging Sunday night through Thursday night.

**\$60 - 1<sup>st</sup> TIMERS LEARN TO SKI OR SNOWBOARD PACKAGE** – Package includes beginner's area all-day lift pass, rental equipment, and a group lesson to get you started right. The price if you were to purchase an adult lift ticket, ski or snowboard rental package and a group lesson

**SKI MARCH FREE** when you purchase next winters season pass early. When you purchase your Ski Butternut season pass for winter 06-07 you can start using it to ski

this March for FREE! Prices are: \$199 Adults (ages 14-69 years), \$169 Jr. (ages 7-14 years), \$69 Kids (ages 6 and under), \$99 Seniors (ages 70+ years of age).

**SKI MARCH FREE UPGRADE:** If you are not ready to make the purchase prior to coming to Ski Butternut then we have an upgrade offer for you. Purchase your single day lift pass and then if you like what you see you can upgrade to a season pass for next winter. We'll apply the full purchase price of your single day pass toward your season pass provided you purchase it before you leave for the day.

**\$15 LIFT TICKETS are available in the Late Season** everyday including weekends starting March 13, and continuing through the end of the ski season. We have remained open into April the last few winters and hope to do it again this winter. The \$15 Lift Ticket late season rate represents a savings of \$31 or **67% off** a regular adult \$46 weekend lift ticket.

**AFFORDABLE SEASON PASSES** - Despite the drastic increases in energy and many other costs associated in running a ski area Ski Butternut continues to be the value leader by offering affordable skiing and riding with its value priced season passes. Ski Butternut offers a complete season of skiing or riding with no blackout dates for the incredibly low prices of: **\$199 Adult, \$169 Jr., just \$69 for young kids.** Unlike other areas that may offer value priced passes there are no blackout dates on any of Ski Butternut's season passes. Our season passes are valid every day the area is open. Ski Butternut is committed to making skiing and riding affordable! The \$199 adult season pass rate is going into its seventh year at Ski Butternut without an increase. How good of a value is this? Just ask yourself where were gas prices seven years ago? The cost of a Ski Butternut season pass is recouped long before one finishes their 5<sup>th</sup> weekend or holiday day of skiing or riding at Ski Butternut. Ski Butternut season passes are available only while supplies last so please order soon so as not to risk missing out on this incredible offer. Ski Butternut weekend or holiday lift tickets cost \$46 for adults.

Guests desiring a free brochure or wanting to learn more about Ski Butternut can call (413) 528-2000 or visit us online at [www.SkiButternut.com](http://www.SkiButternut.com).