



FOR IMMEDIATE RELEASE

**SNOW IS FALLING – OPENING DAYS ARE NOT FAR BEHIND
FOR CALIFORNIA AND NEVADA SKI RESORTS**

PETALUMA, Calif. – Oct. 31, 2016 (UPDATED Nov. 14) – Storms brought early precipitation to many California and Nevada ski resorts, sending promises of a good start to the 2016-17 season. Snow is predicted for later this week and through the weekend (Nov. 16-20) for northern California mountains and colder weather is expected to enable snowmaking this week, Ski California™ announced today.

Many of **Ski California**'s 28 member resorts have set their opening dates for the winter season. Below are projected opening dates (as of today), weather and snow conditions permitting. If a specific date is not listed, skiers are encouraged to keep checking the resort's website for opening day or sign up for snow alerts. Easy links to all resort websites are found at skicalifornia.org/member-resorts/.

Skiers and snowboarders are also being encouraged to purchase the famed "Gold Pass" to access every member resort with a fully transferable pass and no blackout dates.

Northern California/Northern Nevada

Mt. Rose Ski Tahoe: Nov. 18.

Boreal Mountain Resort: TBD. www.rideboreal.com

Sugar Bowl Resort and Royal Gorge Cross County: TBD. www.sugarbowl.com

Squaw Valley | Alpine Meadows: Nov. 23

Northstar California: Nov. 18

Heavenly Mountain Resort: Nov. 18

Kirkwood Mountain Resort: Nov. 18

Soda Springs: Dec. 4

Tahoe Donner: Early December

Homewood Mountain Resort: Dec. 9

Mt. Shasta Ski Park: Mid-December

Diamond Peak: Dec. 15

Sierra-at-Tahoe: TBD. www.sierraattahoe.com

Tahoe Cross Country: Ice rink opens Dec. 10; regular season begins Jan. 4

Central California

Mammoth Mountain: NOW OPEN

China Peak: Tentatively Thanksgiving weekend. www.skichinapeak.com

June Mountain: Dec. 10

Bear Valley: TBD. www.bearvalley.com

Bear Valley Cross Country: TBD (expected mid-November). www.bearvalleyxc.com

Dodge Ridge: TBD. www.dodgeridge.com

Yosemite Ski and Snowboard Area: Dec. 16

Southern California

Snow Valley: TBD. www.snow-valley.com

Mountain High: TBD. www.mthigh.com

Big Bear Mountain Resorts (Snow Summit and Bear Mountain): Special openings are Nov. 24-27 (weather permitting) and Dec. 2-3, then daily beginning Dec. 9

Southern Nevada

Lee Canyon: Early December

Updates about California and Nevada resorts will be added on an ongoing basis to the Newsroom area of the SkiCalifornia.org website.

Gold Pass

Snow-sport enthusiasts looking to maximize the season can purchase the ultimate season pass: Ski California's **Gold Pass**. The Gold Pass is the only pass that gets access to 32 downhill and cross-country resorts, is fully transferable, and has zero blackout dates.

Passes may be purchased at skicalifornia.org/goldpass/ and are \$3000 each; sales limited to just 100 passes per season.

About the California Ski Industry Association (CSIA)

The California Ski Industry Association is a 501(c)(6) non-profit trade association representing 28 ski resorts in California and Nevada under the brand “Ski California.” CSIA develops and maintains strong relationships with government officials, tourism groups, media, and ski industry leaders to advocate key industry related initiatives, including environmental stewardship, mountain safety, technical training, and public relations. CSIA monitors existing and proposed legislation to ensure that national and state legislators hear and consider the industry perspective on issues affecting mountain communities and businesses. CSIA researches, analyzes, and pursues safety while preserving the integrity of mountain sports and the natural environment in which they are enjoyed by millions each year.

NOTE: Photos are available for download under the Newsroom tab of the website: www.skicalifornia.org.

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