



**For Immediate Release**

**CALIFORNIA SKI SEASON HAS BEGUN**

**PETALUMA, Calif. – Nov. 10, 2016** – California is now open for skiing, according to Ski California™.

[Mammoth Mountain](#) became the first ski resort in California and Nevada to open and more will follow in the coming days as colder weather enables snow-making systems to help lay down a fresh base.

Although Mother Nature may not be presently cooperating with natural snowfall, history suggests a snowy winter is ahead. For instance, when the Lake Tahoe region receives more than 8 inches of rain in October, the region has above-average snowfall more than 75 percent of the time. More than 19 inches of rain fell on Tahoe this past month.

“Skiing in California and Nevada will be in full swing as soon as temperatures drop or snow starts falling,” said Michael Reitzell, president of the California Ski Industry Association.

Keep checking the [SkiCalifornia.org](http://SkiCalifornia.org) website for updates, as well as the opportunity to purchase the “Gold Pass” that allows access to 32 downhill and cross-country resorts. The Gold Pass is fully transferable and has zero blackout dates. Passes may be purchased at [skicalifornia.org/goldpass/](http://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.

*Photos are available for download under the Newsroom tab of [skicalifornia.org](http://skicalifornia.org).*

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