

**** MEDIA ALERT ****

MT. ROSE SKI TAHOE TO OPEN FRIDAY, NOVEMBER 18

Snowmaking Expected to Get Underway as Cold Temperatures Dominate Forecast

RENO, NV - Nov. 14, 2016 - With cold temperatures and the chance of snow in the forecast starting Wednesday through the end of the week, Mt. Rose Ski Tahoe will fire up its robust snowmaking system and plans to open for the season on Friday, November 18, conditions permitting.

“With winter weather returning and cold temperatures in the forecast, our mountain operations team is prepared to take advantage of every opportunity possible to make snow and get the season underway, “ said Mike Pierce, director of marketing at Mt. Rose Ski Tahoe. “Thanks to enhancements we’ve made the past several years to our snowmaking system, we only need a couple of nights of solid snowmaking to build a sustainable base that will keep our guests skiing and riding all season long.”

As snowmaking operations continue leading up to opening day, the resort will share additional detail regarding what terrain and resort services will be open, as well as ticket prices.

For more information about Mt. Rose Ski Tahoe, visit www.skirose.com, follow on Facebook at www.facebook.com/MountRoseSkiTahoe, or on Instagram @mtroseskitaohoe.

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About Mt. Rose Ski Tahoe

Just 25 minutes from Reno, Mt. Rose-Ski Tahoe’s convenient location and outstanding terrain make it a locals’ as well as visitors’ favorite. Rose can boast Lake Tahoe’s highest base elevation at 8,260 feet ensuring supreme snow conditions even on the warmest spring days and the resort’s 1,200 acres feature an ample variety of runs ideal for every level of skier & snowboarder. The legendary Chutes offer 1,500 vertical feet of north / east facing extreme terrain with some of the longest continuous vertical in North America (40 to 55 degree runs for over 1000’).

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