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**INTRODUCING THE IKON PASS: UNITING NORTH AMERICA'S PREMIER  
MOUNTAIN DESTINATIONS**

*Welcome to the New Standard in Passes. One Pass. 23 Destinations.*

DENVER, CO, January 25, 2018 - Alterra Mountain Company announces its 2018-2019 pass product, the Ikon Pass. North America's top mountain destinations have joined together to offer skiers and riders the Ikon Pass uniting 12 destinations from Alterra Mountain Company and 11 premier destination partners.

The Ikon Pass gives skiers and riders the opportunity to access nearly 50,000 skiable acres of unique terrain across the continent, with pass privileges that range from full unlimited access to a set number of days that vary by destination. From a week long vacation to unlimited days, the Ikon Pass was built with the guest in mind, to provide the best experience possible. With 23 destinations, in nine states and three Canadian provinces, the Ikon Pass is the gateway to a like-minded community, enduring memories, and the most iconic destinations in North America.

The Ikon Pass is a collaboration of seven industry leaders - Alterra Mountain Company, Aspen Skiing Company, Alta Ski Area, Boyne Resorts, Jackson Hole Mountain Resort, POWDR, and Snowbird. Each demonstrates integrity, character and independence that is reflected in their mountains and guests.

Alterra Mountain Company's destinations are Steamboat, Winter Park Resort, Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain, Big Bear Mountain Resort, Stratton, Snowshoe, Tremblant, Blue Mountain, Deer Valley Resort, and CMH Heli-Skiing & Summer Adventures.

Ikon Pass partner destinations are Aspen Snowmass, Copper Mountain Resort, Eldora Mountain Resort, Jackson Hole Mountain Resort, Big Sky Resort, Killington Resort, Sunday River, Sugarloaf, Loon Mountain Resort, Alta Ski Area, and Snowbird.

"The Ikon Pass is a collaboration of like-minded mountain destinations across North America where incredible terrain, unique character and local traditions are celebrated," said Erik Forsell, Chief Marketing Officer for Alterra Mountain Company. "We've curated a community of iconic destinations. We believe this new pass offers tremendous opportunity and appeal to mountain enthusiasts who have a passion for outdoor adventure."



The Ikon Pass will go on sale in the spring and additional information including access specifics by destination, price, sale date and other pass product details will be announced in the coming weeks. Please visit [www.ikonpass.com](http://www.ikonpass.com).

### **Ikon Pass by Location**

**California:** Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain, Big Bear Mountain Resort

**Colorado:** Aspen Snowmass, Steamboat, Winter Park Resort, Copper Mountain, Eldora Mountain Resort

**Maine:** Sugarloaf, Sunday River

**Montana:** Big Sky Resort

**New Hampshire:** Loon Mountain Resort

**Utah:** Deer Valley Resort, Alta Ski Area, Snowbird

**Vermont:** Stratton, Killington Resort

**West Virginia:** Snowshoe

**Wyoming:** Jackson Hole Mountain Resort

**Ontario, Canada:** Blue Mountain

**Quebec, Canada:** Tremblant

**British Columbia:** CMH Heli-Skiing & Summer Adventures - *Access to special benefits to be announced soon*

### **Ikon Pass by the Numbers\***

**Destinations: 23**

**States: 9**

**Canadian Provinces: 3**

**Total Acres: 48,840**

**Vertical Drop: 70,192 ft**

**Trails: 2,790**

**Lifts: 434**

*\*Does not include totals from CMH Heli-Skiing & Summer Adventures*

Click [here](#) for destination logos and images.

### **Comments from Destinations**

“Aspen Snowmass is about living passionately and in this mountain town that means fully immersing yourself in all this place has to offer,” said **Mike Kaplan, President and CEO, Aspen Skiing Company**. “The Ikon Pass is comprised of mountains and communities that share our passion for the sport and this lifestyle. We’re excited to be connected to these destinations and look forward to being part of this extended family.”



"Alta Ski Area is pleased to be a partner destination for the Ikon Pass. We feel that Alta's authentic skiing experience in a natural mountain environment complements the Ikon Pass network of aspirational skiers and the other iconic destinations in the Ikon Pass community," said **Mike Maughan, President and General Manager, Alta Ski Area.**

"Boyne Resorts' Big Sky Resort, Loon Mountain, Sunday River and Sugarloaf are thrilled to collaborate with mountain destinations that share our passion for terrain and the guest experience, and to create a pass that provides the most iconic skiing and riding in North America. The Ikon Pass offers an unparalleled, convenient experience for the ultimate outdoor adventurer," said **Stephen Kircher, President of Boyne Resorts.**

"Jackson Hole Mountain Resort has a powerful independent spirit which comes from our incredible mountain experience, the Kemmerer family ownership, and the spirit of our employees and guests who make Jackson Hole so special. We have a steadfast commitment to creating a high quality aspirational experience for our guests," noted **Jerry Blann, Jackson Hole Mountain Resort President.** "We believe the new Ikon Pass and its other selected destinations share this same ethos, and for Jackson Hole it is a pleasure to join as an independent partner."

"There are many pass options out there, and we are proud to collaborate on the inaugural Ikon Pass with the inclusion of POWDR's Killington, Eldora and Copper Mountain," said **Wade Martin, Chief Revenue Officer of POWDR.** "The Ikon Pass is an outstanding pass product for skiers and riders, and we're excited for new guests to experience what we are all about at POWDR - the local, authentic mountain experience."

"This is a once-in-a-lifetime opportunity to collaborate with some of the world's finest destinations, creating truly unique mountain experiences," said **Dave Fields, General Manager of Snowbird.** "We are honored to have Snowbird be included in the Ikon Pass."

#### **About Ikon Pass**

The Ikon Pass is the new standard in season passes, connecting the most iconic mountains in North America and delivering authentic, memorable snow adventures. Brought to you by Alterra Mountain Company, the Ikon Pass unlocks access to a community of diverse destinations you want to ski and ride, including Aspen Snowmass, Steamboat, Winter Park Resort, Copper Mountain and Eldora in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Jackson Hole Mountain Resort in Wyoming; Big Sky in Montana; Stratton and Killington in Vermont; Snowshoe in West Virginia; Tremblant in Quebec and Blue Mountain in Ontario, Canada; Sunday River and Sugarloaf in Maine; Loon Mountain in New Hampshire; and Deer Valley Resort, Alta and Snowbird in Utah. Special offers will also be available at CMH Heli-Skiing & Summer Adventures, the world's largest heli-skiing operation. For more information on the Ikon Pass, visit [www.ikonpass.com](http://www.ikonpass.com).



### **About Alterra Mountain Company**

Alterra Mountain Company is a family of 12 iconic year-round destinations, including the world's largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real-estate development, food and beverage and retail businesses. Headquartered in Denver, Colorado with destinations across the continent, we are rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company's family of diverse playgrounds spans five U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. We honor each destination's unique character and authenticity and celebrate the legendary adventures and enduring memories they bring to everyone. Alterra Mountain Company also owns Honua Kai Resort and Spa in Hawaii. For more information visit [www.alterramtnc.com](http://www.alterramtnc.com).

### **About Aspen Skiing Company**

Aspen Skiing Company operates the four mountains in the Aspen Snowmass area - Snowmass, Aspen Mountain, Aspen Highlands and Buttermilk - as well as the award-winning Ski & Snowboard Schools of Aspen Snowmass. The area offers unparalleled nightlife and off-slope activities as well. Aspen Snowmass is accessible by two of the most convenient airports in the mountains – Aspen/Pitkin County Airport (ASE) (5 kilometers from Aspen) and Eagle County Airport (EGE) (112 kilometers from Aspen). Aspen Skiing Company is also a minority owner of Alterra Mountain Company. For more information on Aspen Skiing Company, please call 800-525-6200 or 970-925-1220, or visit the company's website at [www.aspensnowmass.com](http://www.aspensnowmass.com).

### **About Alta Ski Area**

Founded in 1938, Alta Ski Area is an iconic winter destination with a rich history. A seasonal average snowfall of over 550 inches, coupled with a philosophy of offering an authentic ski experience, have developed generations of skiers who consistently call this Utah resort their special place. Whatever your ability, Alta has skiing for you.

### **About Boyne Resorts**

As the largest family-owned four-season resort company in North America, Boyne Resorts was founded in 1947 by Everett Kircher. A Michigan-based corporation, Boyne Resorts owns and/or operates award-winning mountain and golf resorts and attractions throughout the United States and Canada including Cypress Mountain near Vancouver, British Columbia, and the official freestyle skiing and snowboard venue of the 2010 Olympic Winter Games; Sugarloaf and Sunday River Resort in Maine; Boyne Mountain, Boyne Highlands, Inn at Bay Harbor – Autograph Collection Hotels, and Avalanche Bay Indoor Waterpark all in Michigan; Big Sky Resort in Montana; Loon Mountain in New Hampshire; Gatlinburg Sky Lift in Tennessee; Brighton in Utah; Crystal Mountain and The Summit at Snoqualmie both in Washington. For more information on Boyne Resorts, please visit [www.boyneresorts.com](http://www.boyneresorts.com)

### **About Jackson Hole Mountain Resort**

Jackson Hole continues to famously deliver legendary powder snow, 4,136 continuous vertical feet, 2500 acres of the best beginner, intermediate and expert skiing and snowboarding and a genuine "Last of the Old West" atmosphere. Neighboring the legacy U.S National Parks of Yellowstone and Grand Teton and operating in Bridger Teton National Forest, there is no more spectacular setting for a destination resort in the world. Now with twelve nonstop cities (and hundreds of international connections) flying to the newly expanded airport, Jackson Hole is one of the most easily accessed destination resorts in the Rockies. For route maps, ski packages, webcams, videos and more please visit [jacksonhole.com](http://jacksonhole.com) or [facebook.com/jacksonhole](https://facebook.com/jacksonhole).



### **About POWDR**

POWDR is an adventure lifestyle company that offers awesome experiences in amazing places. Within POWDR's portfolio are nine mountain resorts including Copper Mountain and Eldora Mountain Resort in Colorado; Killington and Pico Mountain in Vermont; Boreal Mountain Resort and Soda Springs in the Lake Tahoe region of California; Mt. Bachelor in Oregon, Lee Canyon in Nevada and Gorgoza Park in Park City. POWDR owns the Woodward camps and programs which includes Woodward PA, Woodward Copper in Colorado, Woodward Tahoe, Woodward West in Stallion Springs, CA, and Woodward Riviera Maya, Mexico. Through its ownership of Human Movement Inc., POWDR fuels participation in the adventure lifestyle with a collection of festivals, themed runs and branded events. Outside Television is the national active, outside-lifestyle programming network subsidiary of POWDR, and Sun Country Tours in Oregon is the company's river rafting outfitter. POWDR is headquartered in Park City, Utah with offices in Louisville, CO. [www.POWDR.com](http://www.POWDR.com).

### **About Snowbird**

Averaging over 500 inches of annual snowfall per year and conveniently located just 29 miles from Salt Lake City International Airport, Snowbird is North America's most accessible alpine resort destination. For media information, please contact Snowbird Communications Manager Brian Brown at (801) 891-3496 or [bbrown@snowbird.com](mailto:bbrown@snowbird.com).

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