



For Immediate Release

***WinterFest Takes Hold at Magic Mountain VT
- Winter Sports Party and Fundraiser on February 25th -***

February 22, 2012, Londonderry, VT—This Saturday will be a WinterFest event celebrating winter sports, winter fun and winter fundraising at Magic Mountain. There will be competitions, great food, music, torch light parade and fireworks. The day begins with the Magic Vertical Challenge to see who can rack up the most 1700 foot vertical runs off the mountain's west side from 10am-3pm. The contest is free to enter and prizes will be handed out to the top 3 vertical finishers during après ski.

After the vertical competition, the scene shifts to Magic's beginner area where the skis and boards are traded in for outdoor boots and volleyballs for Magic's renowned Outdoor Snow-beach Volleyball Tournament at 4pm. Digs, spikes and snow rashes will be all the rage with the games open to all comers. While the Snow-Beach Volleyball is being held outside, there will be a silent auction fundraiser from 4-7pm in the lodge for the Magic Alpine Training Center supporting both the race and freeskiing teams. There will be great food and drink at the Black Line Brew Pub and a dinner beginning at 5:30 for the fundraiser.

Once the silent auction closes at 7, the night takes over and Magic will be transformed into a festival of lights as skiers and boarders descend the mountain for our annual Torch Light Parade. The spirit and community of winter at Magic is celebrated with fireworks and more great music long into the night.

"Our WinterFest day-long event brings the winter sports community together to share the spirit and fun of the season", said Jim Sullivan, president of Magic Mountain.

"Winter can never last long enough for those who call Magic home during the winter. We welcome visitors to come experience what makes Magic different."

About Magic Mountain Ski Area

Magic first opened in 1960 and will be celebrating this season its 50th anniversary of peak to bottom skiing dating from 1962, which to this day, is still one of the most



exciting, challenging and authentic Vermont ski experiences. Different than the corporate resorts, Magic has stayed true to the original Vermont ski culture. Magic skiers enjoy a mountain emphasizing natural, diverse ski terrain in an atmosphere of shared camaraderie for the sport both on the slopes and in the lodge after a long, rewarding day. Magic has an authentic vibe because, in reality, it still remains first and foremost a ski area, not a “resort”—and a distinctly Vermont one at that. It’s a community spirit that keeps Magic thriving for those committed ski and riding enthusiasts who want to “carve their own trail” and experience real snow and obstacles that mother-nature puts on the hill. And, it’s why Magic skiers love the mountain so much that they are personally investing in the ski area via The Magic Partnership in order to enhance and preserve it for future generations to enjoy.

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