

MAKE MEMORIAL DAY a SNOW DAY at BIG SNOW

Big SNOW, North America's Only Indoor Ski Attraction, Reopens Memorial Day Weekend, 2022

EAST RUTHERFORD, NJ (May 11, 2022) - Big SNOW American Dream, North America's first indoor, real-snow ski and snowboard center providing guests with year-round winter indoors, announced it will reopen on Friday, May 27 from 1:00 P.M. - 9:00 P.M. Just in time for Memorial Day Weekend, the venue will host a snow-studded Beach Party, including DJ entertainment, live ice-sculpting, complimentary photo shoot sessions and an opportunity to meet and ride with athletes from Burton. Guests can also expect door prize giveaways throughout the day, including 50% off return visit vouchers.

"We are excited to reopen Big SNOW to guests this Memorial Day Weekend," said Trish McLeod, Director of Resorts Marketing & Sales, SNOW Partners. "We thank our visitors and team for their patience as we've worked diligently to resume the full operation of the facility. We are appreciative of all the hard work that has gone towards this reopening and look forward to welcoming guests back to our slope where we offer endless winter fun right here in New Jersey."

As a thank you for combating last September's fire, Big SNOW's ceremonial "first chair" will honor representatives from various responding fire departments. The venue will also offer discounted tickets to responding firefighters and their families interested in hitting the slopes this summer.

"We are tremendously thankful for the quick response and efforts made by the local fire departments last fall," continued McLeod. "These complimentary tickets are just a small token of our appreciation. At Big SNOW, every day is a snow day, so we hope to see local firefighters and their families cool off and hit the slopes this summer."

Ideal for first-timers or those just looking to keep their ski skills intact this summer, Big SNOW offers Snow Day packages that provide everything needed to enjoy a day on the snow. Packages include ski/board rental, outerwear, complimentary access to Terrain Based Learning skills areas and a team of dedicated instructors. This summer also marks the return of Camp BIG's Summer Series (www.bigsnowamericandream.com/childrens-programs). This is a four-day camp designed for children ages 5-12 to level-up on their ski and snowboard skills. Participating campers will receive continuous supervision with personalized on-snow instruction, complimentary ski or snowboard equipment rental and outerwear rentals, as well as, slope access tickets, daily snacks and a goodie bag.

For more information, guests can visit Big SNOW American Dream at www.americandream.com or keep up with Big SNOW on Facebook, www.facebook.com/bigsnowad; and Instagram, @bigsnowad

About Big SNOW American Dream

Big SNOW American Dream is North America's first real-snow, year-round, indoor ski and snowboard resort, and the perfect place to learn to ski where every day is a snow day. Located adjacent to the New Jersey Meadowlands Sports Complex within the American Dream retail and entertainment center, Big SNOW provides ideal snow conditions year-round within climate-controlled slopes. A 180,000 square-foot snow center offering varied experiences for all skill levels and ages, Big SNOW is equipped to assist guest with a variety of on-snow experiences from professional and student training, family ski vacation preparation, corporate team building, private lessons, children's instructional programs and more. In addition to its slopes, Big SNOW will also offer guests a world-class ski and snowboard retail experience featuring the latest in ski and snowboard hard goods and apparel through the Shop at Big SNOW. Big SNOW is operated by New Jersey-based SNOW Operating, who also own and operate Mountain Creek Resort in Vernon, NJ. For more information, visit www.bigsnowamericandream.com

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