

VISIT MAMMOTH LAKES, CALIF. for an UNREAL YOU CAN FEEL

MAMMOTH LAKES, CA – With over 700 inches of snow, Mammoth Lakes, Calif., had an unreal record-breaking ski season last year, with visitors skiing through July. But do not be too bummed if you missed out, because it is shaping up for another stellar year. Surrounded by boundless acres of breathtaking national forest, encompassing one of the biggest best skiing and snowboarding resorts in California, Mammoth Lakes is truly a West Coast wonderland. It might sound too good to be true, but that is kind of their thing.

You already know about the incredible amounts of snow, but add in the 275 days of sunshine and sweeping natural beauty. All that all equals an unreal alpine destination that will stay warm in your hearts and frozen in your memories for years to come. If you are skeptical of pristine, snow-packed peaks mere hours from sunny southern California beaches, then go see it for yourself.

Everything about Mammoth Lakes is so distinctly California. Where else can you barrel down a powder-soft mountain with the golden sun beaming against an azure sky with a crystalline lake in your view? It is a shame you cannot capture it in a snow globe and keep it forever.

Mammoth Mountain has geography to thank for its abundant snow conditions. It is nestled into the Sierra Nevada range and at an elevation of 11,053 feet. Here you have entered the legendary Sierra snowpack. It is a massive collection of fresh powder that puts the slopes in a league of their own. One run down from the peak and you will be hooked and exhilarated.

When the Northeast's gray clouded canopy is starting to wear thin, try cruising down magical runs under the bluebird sky. Let California's highest lifts take you to new triumphs. The aptly named Mammoth Mountain boasts a giant 3,100-foot vertical drop from the summit to the base lodge. In addition, there are 28 lifts, 151 trails and 3,500 skiable acres of unique terrain.

Whether this is your first trip or you make the pilgrimage every year, Mammoth Lakes promises new and exciting



MAMMOTH LAKES, CA - Gently sliding down one of Mammoth Mountain's powder filled trails this skier is focused and may be missing the spectacular view above the clouds. Mammoth received more than 700 inches of snow in the 2023-24 winter season, which lasted until August 6th. Powder days as well as cruising days were plentiful. Plan your trip west to Mammoth Lakes this winter, getting there is easy.

Christian Pondella photo courtesy of Mammoth Lakes Tourism

thrills at every turn. No wonder it is a bucket-list destination for any East Coast skier or snowboarder. Pro tip: Grab an Ikon Pass and get unlimited seasonal access to this mountain wonderland.

Adventure-seekers could write an endless love letter solely to this mountain. However, if you are looking for some off-mountain excursions, feel free to explore 3 million acres of wide-open wilderness in this expansive outdoor paradise. Slip on some snowshoes and trek up to Minaret Vista for insane views of Mammoth Lakes' signature mountain skyline. You can glide across more than 140 miles of cross-country trails, or just hold on tight for family-friendly tubing and sledding escapades.

Whatever you are into, a multitude of winter activities ensures there is enough fun for everyone.

When it is finally time to take a break from snow-filled fun, head to The Village at Mammoth. That is where the re-

laxation and après-ski vibes are at their highest. Soak in the warm hues of a California sunset while you breathe in the crisp mountain air. Enjoy a tasty bite at a local restaurant. Grab a glass of wine and settle in by the fire. Snag a one-of-the-kind souvenir at one of the shops, or enjoy live music at the thriving bar scene. There is so much to love in this mountain town. Thanks to the free trolley service, it is easy to take it all in. Simply hop on the trolley and explore an abundance of local shops and wonders.

From its laid-back California vibe to the countless snow-filled adventures, Mammoth Lakes truly offers the best of both worlds. Its unique location in the High Sierra already blesses it with one of the longest seasons in the country, and this ski season is looking to be even more unreal than usual. Local meteorologists are already predicting that skiers and snowboarders will be able to hit the slopes from early November to mid-summer again. So do not miss out on a once-in-a-lifetime snow-packed adventure at Mammoth Lakes, a premier alpine destination in California and nationwide.

Getting to Mammoth Lakes

Traveling to Mammoth Lakes from New York, Boston or D.C. is easier than ever. Flight options from United Airlines get you to Bishop, Calif., with just one connection. Moreover, you can fly to Mammoth in less than an hour nonstop on Adventure Airlines from flights out of Carlsbad and Los Angeles. Find more info about flying to the area, as well as insider info on the best sights to see, places to eat and things to do once you arrive, at: visitmammoth.com and also find info at: #KeepMammothUnreal

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For more, please listen to the Mammoth Lakes podcast episodes. Please find the links via the West label on the homepage of: www.AlwaysUpright.com

Find Mammoth Lakes info at: www.visitmammoth.com or at: #KeepMammothUnreal

SADDLEBACK'S ROADMAP CONTINUES with MILLIONS in IMPROVEMENTS

RANGELEY, ME – Located in beautiful Rangeley, in the heart of the Western Maine High Peaks region, Saddleback Mountain opened in 1960 and has grown its reputation for exceptional snow, some of the best terrain in the East, and friendly, laid-back culture. At 4,120 feet of elevation and 2,000 feet of vertical, Saddleback is Maine's third largest mountain and the largest independently owned mountain in the East.

After a four-year closure, Saddleback was purchased as a fund managed by Massachusetts-based Arctaris Impact Investors, a leader in opportunity-zone investments. Since reopening in 2020, Saddleback has invested more than \$30 million dollars in mountain improvements, including new lifts, groomers, snowmaking infrastructure, a renovated base lodge, a new Mid Mountain Lodge, slope-side employee housing, expanded on-mountain lodging, mountain bike trails, a solar farm and a newly reconstructed access road.

These projects are just the beginning. Saddleback is committed to the future of outdoor recreation for all. Their goal is to create a forward-looking and integrity-first mountain experience for generations to come.

The Youngest Lift Fleet in the East

In the first year of reopening, Saddleback unveiled a new high-speed Doppelmayr Rangeley Express Quad. When running at full speed, this lift whisks skiers and riders up the mountain in just under 5 minutes. The addition of the Rangeley Express Quad was a game changer for the mountain. In preparation for this season, work was underway on the construction and installation of a new quad that will serve the Wheeler Slope. Saddleback has also added a new Doppelmayr T-bar, moving carpet and a rope tow. In the last two years, Saddleback has installed the Sandy Quad, the Cup Suptict Bar, the Molly Chunkamunk Moving Carpet and the Rangeley High-Speed Quad

Nearly \$6 Million in Improvements

Saddleback is expanding the ski area's snowmaking fleet and replacing old snow guns with the latest industry leading snowmaking equipment. Snowmaking now covers over 85 percent of trails and includes a mix of fixed-grip and moveable fan guns. The mountain has doubled uphill water pumping capacity and increased dedicated power, all in an effort to make more snow in a shorter window of time. In summer 2023, Saddleback built a new booster pumphouse to further increase uphill water pumping capacity and snowmaking output.



RANGELEY, ME - Snow guns and quad lifts, including the Rangeley Express Quad, are part of "Saddleback's Roadmap." Since 2020, Saddleback invested more than \$30 million dollars in mountain improvements, including new lifts, groomers, snowmaking infrastructure, a renovated base lodge and a new Mid Mountain Lodge.

Photo courtesy of Saddleback Mountain

A New Standard for Development in the Alpine Environment

With spectacular sweeping views of the Western Maine mountains, Saddleback's Mid Mountain Lodge sets a new standard for development in an alpine environment. The Mid Mountain Lodge is located in Bicknell's Thrush habitat.

With that in mind, project leaders have collaborated closely with the Maine Audubon Society to pay close attention to the needs of that habitat.

The Mid Mountain Lodge features a unique triangular structure with a ski-up food and beverage service kiosk, bathrooms, merchandise area and space for indoor and outdoor immersive dining.

On - Mountain Staff Housing

Saddleback is committed to providing accessible housing options to its employees. The Saddleback House is a new on-property development of affordable ski-in/ski-out rental housing for Saddleback's workforce.

This will be the first ski-in/ski-out employee housing project of its kind in Maine. Some of its features include individual ski lockers and closets, shared amenities and affordable rents for a great on-mountain location.

Designed with shared living, kitchen and dining space,

Saddleback House will provide over 100 beds for employees living on the mountain, which includes year-round capacity.

Modern A-Frames and Tiny Frames

The Parmachenee A-Frames at Saddleback are located on four tranquil acres adjacent to the Smelt Streamer Trail and served by the South Branch Quad. These homes are designed to be a modern, energy efficient twist on a traditional mountain A-frame. All 22 units are already under contract and many are completed.

Saddleback is also piloting a tiny-home development with traditional framed chalet-style homes at under 1,000 square feet. The site of the tiny home development is to be determined, but there will be more than 20 of these homes built over the course of the next year.

For more info on real estate at Saddleback, visit: www.saddlebackmainerealty.com.

Solar and EV Charging at Saddleback

While the new lodge will be an exciting addition to the Saddleback experience, there are a host of other investments made at the mountain, including a 7-megawatt DC solar farm and the addition of electric vehicle charging stations. These investments are part of Saddleback's larger commitment to sustainable development.

The end goal is to harvest enough clean energy to power the mountain's lifts, lodge and snowmaking operations.

Committed to Four-Season Recreation -

Saddleback Bike Park & Shop

Saddleback opened a network of downhill, single-track mountain bike trails in summer 2022. Located at South Branch, these trails connect to the lower mountain condominiums and to the Rangeley Lakes Trail Center further down the mountain access road.

Saddleback also opened the Saddleback Bike Shop, which offers a new fleet of bike rentals, service, parts, repairs and apparel. In the summer, Saddleback runs kayak, canoe and hiking trips as well, opening up access to the incredible four-season outdoor playground that is Rangeley.

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