

# SKI NEW JERSEY! REALLY, INDOORS. GOT a PROBLEM with THAT?

Guests Can Experience North America's First Indoor, Real-Snow, Ski and Snowboard Park

EAST RUTHERFORD, NJ – Big SNOW American Dream, North America's first indoor, real-snow ski and snowboard center providing guests with year-round winter indoors, recently announced that lift tickets to its long-awaited slopes are available online. Big SNOW opened to the public at 3:00 PM on Thursday, Dec. 5, and will be open from 10:00 AM – 10:00 PM every day following.

"We're very excited to start sharing Big SNOW with our guests next week. There seems to be a lot of interest in what we're doing, with guests reaching out daily asking about how and when they can buy tickets," said Hugh Reynolds, vice president of marketing and sales for Big SNOW. "Launching our ticket sales was a major milestone and brought us one step closer to welcoming guests to the year-round winter."

Big SNOW will offer aspiring and existing skiers and snowboarders as well as snow-curious guests varied on-snow experiences within a 180,000-square-foot, 16-story, climate-controlled ski slope. Guest experiences will include opportunities for skiing, snowboarding, introductory lessons, private coaching, children's programs, snow play, corporate team building, private events and more. Operated by New Jersey-based SNOW Operating, Big SNOW is the first facility of its kind within the United States and Canada. It boasts 4 acres of

snow-covered slopes, a 160-foot vertical drop, a graduated degree of pitch ranging from 0 percent at the base to 26 percent at its steepest point and 1,000 feet of length for skiers of all ages and skill levels to take advantage of all, serviced by four surface and aerial lifts.

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. An 180,000-square-foot snow center offering varied experiences for all skill levels and ages, Big SNOW is equipped to assist guests 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 an excellent 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 owns and

operates Mountain Creek Resort in Vernon, N.J. For more information, visit [www.bigsnowamericandream.com](http://www.bigsnowamericandream.com) About American Dream

American Dream, developed by Triple Five Group, will provide customers with a unique experience. The property offers a curated mix of unparalleled entertainment, retail and dining options – all in one location. American Dream is approximately 3 million square feet and projects 40 million visitors annually. When complete, the destination will include over 450 retail, food and specialty shops, complemented by over 15 entertainment offerings. Included are fully-enclosed DreamWorks Water Park and Nickelodeon Universe Theme Park; Big SNOW American Dream; Kidzania; live Performing Arts Theater; 300-foot tall Observation Wheel; Merlin Entertainments' Sea Life Aquarium and Legoland Discovery Center; The Rink, an NHL-regulation sized ice rink; and The Dining Terrace with over fifteen full service restaurants and the world's only Munchie's Food Hall.

For more information visit [www.americandream.com](http://www.americandream.com)

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## TIPS to SAVE MONEY and STAY WARM on YOUR SKI TRIP

by MJ Tarallo at <https://sunandsnowadventures.com>

It may not have the marketing clout of the Epic Pass or the Ikon Pass, but the Mountain Sports Club provides members an opportunity to save money on lift tickets at dozens of resorts without having to shell out big bucks. The concept is a little like Costco or Sam's Club. You pay a modest membership fee in order to access discounts. There are many BOGO or two-for-one deals on their website, please visit: [www.mountainsportsclub.com/](http://www.mountainsportsclub.com/)

Mountain Sports Club was founded by Baltimore native John Siewierski who now lives and operates out of Boulder, Colo. He and his staff are always searching out the best deals in ski country.

Currently, the club is providing deals that include discounts on lift tickets, rentals, lodging, gear and other travel related necessities. Offers are broken down into geographic regions so it is easy to find something near where you live.

More Ways to Save Money on Skiing and Snowboarding

There are various reasons why less than three percent of the U.S. population participates in skiing or snowboarding. One of them – and a big one – is the cost. There are several ways to make the sports more affordable. It just takes a little snooping to determine what might work best. Here are a two more suggestions.

Discount lift ticket web sites are a good option if you only plan to ski or snowboard a few times and do not want to purchase a multi-use, multi-mountain season pass such as the Ikon Pass or the Epic Pass. Liftopia and GetSkiTickets are two reliable resources.

Both sites list many resorts in various states that are willing to provide a reduced rate for lift tickets, and both sites include information on lodging.

Both Liftopia ([www.liftopia.com](http://www.liftopia.com)) and GetSkiTickets ([www.getskitickets.com](http://www.getskitickets.com)) host blogs with current information.

SKIER NEWS Editorial Update

January is Learn to Ski and Snowboard Month

Deals abound for skiers and snowboarders who would like to invite their non-skiing/snowboarding friends to join them on the slopes in January.

From the award winning beginner programs at Wachusett Mountain in Mass., ([www.wachusett.com](http://www.wachusett.com)) to state skiing organizations like Ski Utah ([www.skiutah.com](http://www.skiutah.com)), many discounts are available. Check with your state's ski association or your favorite ski resort for special programs during January and get your friends to join you on the slopes.

Tips for Keeping Warm on the Slopes: Dress the Part

Dressing properly for a day on the slopes can make a huge difference between an enjoyable ski/snowboard day and one that leaves you wondering why you bothered. Dressing in layers is the key to warmth and comfort.

You may have many basic items for layering in your closet. If not, this is a good time to augment winter sports apparel since many clubs, ski patrol groups, consumer ski/snowboard shows and shops host pre-season swaps in the fall.

Visiting swaps can help save some money through the purchase of previously owned and discounted, quality clothing. Snow sports retail shops typically offer sales in conjunction with a swap. Shop personnel are trained to provide good and logical advice that suits the needs of beginners as well as occasional and dedicated skiers and snowboarders.

Simple guidelines to help ensure your comfort

Base Layer

Thermal underwear and "low to medium" cushion socks will help keep you warm and dry by pulling moisture away from your skin. Look for wool, silk, and synthetic technical fabrics with wicking technologies. Avoid cotton; it holds moisture next to your skin making you feel cold.

Insulation Layer

Fleece shirts, flannels, turtlenecks, vests and sweaters are viable options. Neck gaiters, balaclavas and fleece pants are great additions on cold days. These should be just big enough to wear above your base layer but should not be baggy. On colder days, you can double up your insulation layer (you can always shed it). Lean towards wool, wool blends or synthetic fabrics.

Outer Layer

The goal is to keep wind and snow out and warmth in with waterproof jackets, pants and gloves or mittens. Be sure sleeves are long enough and that you have sufficient overlap between your jacket and pants, so snow does not creep in. Top it off with a helmet and a proper pair of goggles (sunglasses are not ideal on colder days). A layer of sunscreen can protect exposed skin from the elements.

Accessories

These play a bigger role than you might think in terms of warmth and comfort. Goggles help keep flying snow out of one's eyes, but they also keep faces warmer because they fit snugly across the face and partially shield it from colder temperatures. Helmets often are branded as a safety feature, but they also keep the head warm. Helmets are recommended, but hats also keep the head warm. Gloves or mittens protect the hands from getting cold, especially if they are treated with thermal materials inside and a moisture resistant coating on the outside.

If the body is warm, it likely will be comfortable. And a comfortable body is the first step to an enjoyable ski or snowboard day, or any day for that matter.

For more information on ski and travel trips to help you plan, please visit: <https://sunandsnowadventures.com>

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## BRECKENRIDGE IS PERSONAL with SKI VILLAGE RESORTS

By Jennifer Luberto

BRECKENRIDGE, CO — On Nov. 26, 2018, I packed my truck and drove half way across the country from New Jersey to a little mountain town in Colorado known as Breckenridge. How did a Jersey girl end up in this skier's paradise of a town? Well, here it goes.

About 10 years ago, my older brother relocated to Breck on a whim. He heard great things and decided what the heck, packed his belongings and found his happy place here in Breckenridge. Not too long after, my younger brother did just the same. Since their moving out here, I would make annual trips to be with them and fell more and more in love with this mountain town.

After several slight conversations with my brothers, they convinced me to make the move to Breckenridge. It was a very easy twist of the arm. I was fortunate enough to have made relationships with the locals and lined up an interview with Ski Village Resorts. After a few weeks of back and forth interviews, I landed a position with the company! This was bittersweet victory for me as I had to leave my family in New Jersey, but we all knew Breckenridge had a life to offer that

would never be matched back East. Several weeks later, I loaded whatever could fit in my Jeep and made the trek.

Fast forward to today, each morning on my ride to work I am in awe by where I live with the alpenglow draping the mountains and the quaint cheerful town. It is often difficult to work in such a beautiful, wonder of a place, but I am fortunate enough to work for a company that has roots in the community. I have met so many wonderful people since being with Ski Village Resorts that I otherwise would not have. There are the old time ski instructors that have stories that you just won't believe, the entrepreneurs who are creating new opportunities for the locals and constantly adding to the Breckenridge experience and, of course, the guests visiting from all over the world.

In the winter, I work during the resort's operating hours but I found a way of snowboarding on the days I work by skinning uphill. I split my snowboard in two, hike up the mountain and get in a run. This will be the most rewarding run you will ever take! I also use the split board to voyage to different huts in the area that I otherwise would not be able to access. The views are amazing, and the experience of "camping" out

in a snow-covered cabin nestled on a mountaintop is one that should not be missed.

If you have never been to Breck, imagine this, "Whoville." For those not familiar, it is a fictional, fantastical town from Dr. Seuss' How the Grinch Stole Christmas. In the winter, the snow covered streets and brilliantly lit storefronts are like being in a snow globe. There are no words or pictures that could possibly capture how magical it feels to be in Downtown Breckenridge on a snowy winter night.

The long of the short is that I moved to Breckenridge less than a year ago, and this surreal town had such an impact on me that I purchased a place of my own. This was a bold move that I will never regret.

Meet Jennifer working at her desk in the office of Ski Village Resorts at 109 N. Main St in Breckenridge.

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Visit: [www.skivillageresorts.com](http://www.skivillageresorts.com) or please call Jennifer and the staff at Ski Village Resorts to book your next vacation at 1-888-972-8200.

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