



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Snowstar Announces Reciprocity Deals with Regional Ski Parks

ANDALUSIA, Illinois (July 2022) — Snowstar is thrilled to announce a new feature of a Snowstar season pass – reciprocity deals at 13 other winter sports destinations.

Starting this year, Snowstar season pass holders will automatically qualify for deals and free experiences at ski parks in Iowa, Illinois, Indiana, Minnesota, Michigan, Wisconsin, South Dakota and Colorado. This list will grow as more ski parks across the U.S. partner with Snowstar.

Deals vary among the partner destinations, including reduced price of lift tickets, free day passes and other deals. Snowstar's partnership with Ski Cooper in Leadville, Colorado includes three free days for all Snowstar season pass holders.

This reciprocation program is an exciting opportunity for pass holders and avid skiers to try new skiing locations in and around the Midwest. It also increases the value of a season pass, including six total free days of skiing at other locations and many other deals.

For more details on Snowstar's reciprocity deals, contact Val at xxx@snowstar.com

For all the latest information on Snowstar's hours and offerings, follow @SnowstarPark on Facebook.

About Snowstar

Snowstar's family-friendly facility delivers all the fun of the Colorado slopes right in your backyard! With 15 skiing and snowboarding lanes, a 28-acre terrain park with 40+ features, 11 snow tubing lanes, four

unique food and drink options, a state-of-the-art tune shop, gear rental and more, there's something for everyone.

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