



# MEDIA RELEASE

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## Thredbo's #MyGondola Promotion Celebrates Iconic Mountain Moments



**THREDBO RESORT, NSW – 18 June 2020** – It could be one of the most iconic moments on a ski slope, that of a parent teaching their child to ski. For the newest snow cub, it's the introduction to a new playground. For the teacher, the passing on of a lifelong love. Imagine walking onto the new Merritts Gondola at Thredbo Resort and seeing – yourself!

That will be the experience for the Lee family, winners of the #MyGondola competition. To celebrate the new Merritts Gondola, Thredbo fans were encouraged to showcase their favourite Thredbo moment for a chance to feature in one of the new Gondola cabins (tagging @thredboresort and #mygondola). The breadth and variety of entries thrilled the judges, with inspiring mountain moments captured on and off the slopes.

Winner Erin Lee's photo was a stand-out entry, capturing a heart-warming moment on Friday Flat's beginner slopes as her husband passed on his passion for skiing to his excited daughter.

"Charlie is the fourth generation of my husband's family to spend winters at Thredbo, dating back to her great grandparents who started coming in the 1960's.

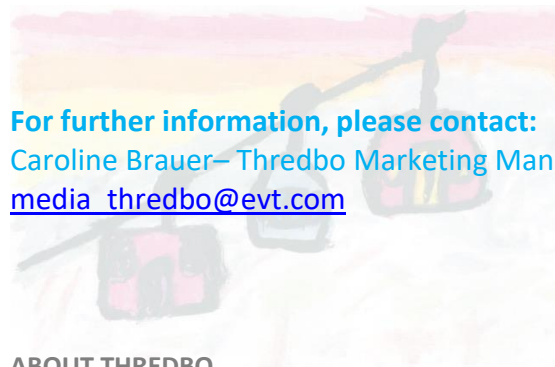
"I don't know who had more fun on the mountain - Charlie learning to ski with her very talented dad, my husband teaching his deliriously excited 4 year old daughter, or me watching them and capturing precious moments like these for Charlie to share with her own kids one day when she too takes them to Friday flat to learn to ski!"

The Lee's are the winners of a trip for two to Thredbo including three nights' accommodation, a three-day lift pass and rental. Take a look at the winning photo plus other great entries this winter in the special #MyGondola Merritts Gondola cabin.

The new high speed eight-person Merritts Gondola is the only alpine gondola in Australia and spans over 1.3 kilometres. This addition to Thredbo's award-winning offerings will transform Thredbo's guest experience with easier access to the Cruiser area, the Friday Flat beginners' area and the popular Dream Run and its surrounding tree runs. In addition, Dream Run will also feature a new fully automated snowmaking system all accessed with expanded car parking at Friday Flat.

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**Image Links:** We have a gondola-load of images and content. Hop onboard at [thredbo.com.au/media-centre/](http://thredbo.com.au/media-centre/)



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#### ABOUT THREDBO

Thredbo is Australia's premier alpine resort. Voted Australia's Best Ski Resort in the World Ski Awards for three consecutive years, Thredbo boasts some of the best alpine terrain in the country and plays host to close to around 750,000 visitors each year. Located at the heart of the Australian Alps and nestled in the foothills of Australia's highest mountain Mt Kosciuszko, Thredbo is Australia's highest adventure destination in both summer and winter.

In winter, Thredbo offers Australia's longest snow runs and a vertical drop close to double that of any other Australian resort with a gorgeous European-style village. In summer, Thredbo has Australia's largest network of gravity mountain bike trails, as well as some of the best hiking trails in the country including the iconic Mt Kosciuszko walk.