



MOUNTAIN™
COLLECTIVE

Media Release 10 August, 2016

The Mountain Collective global ski pass adds Telluride USA and Revelstoke Canada to its impressive resort partners

New partners coincide with **The Mountain Collective Pass** new sale price - \$409USD per adult

In some amazing news for aspiring international skiers, the **Mountain Collective**, the world's largest alliance of premier international ski destinations has just announced two new members with the addition of world renowned, **Telluride** in the USA and **Revelstoke** in Canada.

To coincide with the addition of the 2 new resorts, the collective has also announced that the **Mountain Collective Pass** is now on sale for only \$409US per adult and \$99US per child.

The Mountain Collective Pass 16/17 includes two days of skiing or riding at each of the fourteen partner destinations (Alta/Snowbird, Aspen Snowmass, Jackson Hole, Ski Banff-Lake Louise-Sunshine Village, Mammoth Mountain, Revelstoke Mountain Resort, Queenstown's Coronet Peak - The Remarkables (*Winter 2016*), Squaw Valley/Alpine Meadows, Stowe Mountain Resort, Sun Valley, Taos, Thredbo (*Winter 2016*), Telluride Ski Resort and Whistler Blackcomb*), plus a 50 percent discount on all additional days with no blackout dates. Pass holders also receive two days at each global affiliate destination, Chamonix (France), Hakuba Valley (Japan) and Valle Nevado (Chile).

That's 34 days skiing or snowboarding at 17 iconic destinations around the globe plus access to 50% off any additional days on the one pass.

Telluride Ski Resort USA, located adjacent to the historic mining town of Telluride in Colorado's Rocky Mountains, boasts unparalleled terrain tucked away among the highest concentration of 13,000 and 14,000 ft. peaks in North America. Praised for its lack of crowds and minimal lift lines, the resort offers some of the best and most varied terrain in the state of Colorado, with the highest lift peaking at 12,570 ft. With the addition of Telluride to the Mountain Collective, pass holders will have access to over 2,000 acres of terrain and 147 trails that cater to both beginner and expert skiers.

"Telluride is excited to join the Mountain Collective family of resorts," said Bill Jensen, CEO of Telluride Ski & Golf Resort. "Being a part of the Mountain Collective is an outstanding opportunity for passionate skiers and snowboarders to experience Telluride's extensive terrain and benefit the resort community as Mountain Collective pass holders add Telluride to their list of destinations to experience this winter."

Revelstoke Mountain Resort is located in the highly acclaimed region of British Columbia, Canada where skiers from around the world flock to experience pristine powder conditions, varied alpine terrain, and an authentic mountain community. The resort sits between the legendary British Columbia mountain ranges, the Selkirks and the Monashees, and is home to the most vertical in North America at 5,620 ft. Revelstoke is currently made up of 3,121 acres of inbound terrain, and over half a million acres accessible via cat, heli or backcountry skiing.

"Revelstoke Mountain Resort is truly stoked and honoured to join the Mountain Collective. We believe that the Resorts in the Collective offer the very best ski experience on the planet and we are confident those who visit us

will not be disappointed with our seemingly endless vertical and big mountain skiing. Being one of only three Canadian Resorts invited to join the Collective, and located midway between Whistler and the Banff Resorts, we hope to bridge them and offer Mountain Collective pass holders the opportunity to embark on the ultimate Canadian ski road trip” said Graham Rennie, President of Revelstoke Mountain Resort. “Powder snow connoisseurs and big mountain fans itching to experience Revelstoke’s epic terrain and legendary snow, we look forward to welcoming you” added Peter Nielsen, Vice President of Operations of Revelstoke Mountain Resort.

Australian Mountain Collective Pass Holders can also take advantage of the great snow conditions in Australia and New Zealand this season, whilst enjoying two additional days at both Telluride in the USA and Revelstoke in Canada during the Northern Hemisphere 16/17 season.

Additionally, Thredbo 365 Pass Holders and NZSki’s 3 Peak Pass Holders will be able to assess 50% off passes at Telluride and Revelstoke in addition to 50% off passes at all Mountain Collective Full Member Resorts.

Mountain Collective Passes are currently available online through an exclusive technology, distribution and marketing partnership with Liftopia at www.MountainCollective.com.

Additional benefits available to the Mountain Collective pass holders include exclusive lodging deals and a complimentary one-year Protect Our Winters membership, whose mission is to unite the winter sports community on the important issue of climate change.

For more information see www.MountainCollective.com.

IMAGES:

Examples of high res images available for download on the following links are attached.

Revelstoke images -

<https://www.dropbox.com/sh/mu8mviqvn3hhi8/AADpoh3Dc9A9nF5Dxw5dJnq8a/Revelstoke%20Photos?dl=0>

Telluride images -

<https://www.dropbox.com/sh/mu8mviqvn3hhi8/AABdx8dVSc0Llig5rX4VDE9Ta/Telluride%20Photos/Photos?dl=0>

About Mountain Collective

The Mountain Collective™ is an international alliance of premier ski destinations providing the Mountain Collective Pass, a lift ticket that includes two days of riding at all partner resorts and 50% off additional days at each resort. The Mountain Collective™ includes AltaSnowbird, Aspen Snowmass, Jackson Hole, Ski Banff-Lake Louise-Sunshine Village, Mammoth Mountain, Ski Queenstown-Coronet Peak-The Remarkables, Revelstoke Mountain Resort, Squaw Valley/Alpine Meadows, Stowe Mountain Resort, Sun Valley, Taos, Telluride Ski Resort, Thredbo, and Whistler Blackcomb – resorts that are focused on providing unparalleled authentic experiences for skiers and snowboarders.

There are also three Mountain Collective affiliate resorts including: Hakuba Valley in Japan, Chamonix Mont-Blanc in France and Valle Nevado in Chile.

**Whistler Blackcomb will continue to honour the Mountain Collective Pass for the full 2016-17 winter season.*

Australian & New Zealand Mountain Collective Media Enquiries:

Lizzie Doyle PR/Marketing

C/-Mountain Collective

Mbl: 0411 414 231

Email: lizzie@pr-marketing.com.au