



Press Release

For Personal Interviews Please Contact:

Joe Stevens

Media/Satellite Services

The Media Center

304-720-5466 – O

304-382-1133 – M

jstevens@themediacenter.tv

For Immediate Release

Winterplace Ski Resort to Host Commissioner of Tourism to Kick-off Learn to Ski and Snowboard Program

Beckley, WV – On Thursday, January 8, 2015 Winterplace Ski Resort will host the Commissioner of Tourism Amy Shuler-Goodwin for the official kick-off to the Learn to Ski and Snowboard Program in West Virginia.

The Learn to Ski and Snowboard Program is an initiative by Ski Areas across the country and state to encourage new customers into trying the sport for the first time by offering outstanding deals.

“Now is a great time to learn how to ski or snowboard”, said Terry Pfeiffer, President of West Virginia Ski Areas Association and Winterplace Ski Resort. “Studies show that when the first skiing experience includes professional instruction retention is exponential” added Pfeiffer.

All West Virginia Ski Areas offer Learn to Ski and Snowboard Programs and Specials at any given time of the ski season. For the most up to date information please visit each resorts website or visit www.goskiwv.com . “We want to grow the sport of skiing and snowboarding and pass on our passion to others”, said Pfeiffer.

Winterplace is located five minutes off I-77, at Exit 28, Ghent/Flat Top, near Beckley, West Virginia. For more information, call 800-607-SNOW (7669) or visit us on the web at winterplace.com.