

Media Contact: Marguarite Clark Public Relations Marguarite Clark (949) 295-2801 mc@mclarkpr.com

EXCITING SNOW RESORT NEWS: NEW PEAK TO PEAK POCONOS PASS

Blue Mountain Resort and Camelback Resort Join Forces to Offer Skiers and Riders the Best Value for Two Mountains

POCONO MOUNTAINS, Penn. – <u>Blue Mountain Resort</u> in Palmerton and <u>Camelback Resort</u> in Tannersville, PA announce a new joint pass program for skiing, snowboarding and snow tubing. The **Peak to Peak Poconos Pass** offers unlimited skiing and riding at both beloved Pocono Mountain giants for the upcoming 2024/2025 season and as an added bonus once purchased the Peak to Peak Poconos Pass is valid immediately for the remainder of the current season. The pass will go on sale on February 22.

This news from the two resorts, each within two hours of Philadelphia and New York City, enables avid snow sports enthusiasts and fans of both Blue Mountain and Camelback to enjoy all the advantages that come with owning this new season pass – starting in the current 2024 season.

"The Peak to Peak Poconos Pass is a program designed for snow sports lovers who live for the thrills, challenges, snowscapes, different amenities and unique activities at both Blue Mountain and Camelback. These fans can now frequent both resorts with a major added-value admission discount as well as enjoy sensational season pass perks at each property," said Kit Pappas, vice president of asset performance in the East for KSL Resorts.

In celebration of the Peak to Peak Poconos Pass, fans are invited to post a celebratory picture on their public social media pages with the hashtag #peaktopeakpoconos and receive a complimentary hot chocolate at Blue Mountain Resort's Summit or Valley Cafes, and a hot chocolate and Reisman's Bakery cookie at Camelback Resort's Rise and Grind on the mountain. This is a one-time onsite redemption for the remainder of the 2024 season. More details will be posted on each resort's various social media channels under <u>@camelbackresortpa</u> and <u>@bluemtresort</u>.

The 2024/25 season Peak to Peak Poconos Pass benefits and perks will differ slightly.

At Blue Mountain Resort the Peak to Peak Poconos Pass perks include:

- Access to the remainder of the 2024 winter and spring season
- VIP chairlift lines at high-speed lifts
- Complimentary snow tubing
- Various discounts for retail shops, dining venues, glamping
- Two tickets for mountain biking, laser tag and scenic lift rides during warmer weather

The Camelback Resort Peak to Peak Poconos Pass perks include:

• Access to the remainder of the 2024 winter and spring season

- Dedicated season pass holder lift lines
- Various discounts for retail, dining and lodging
- Complimentary parking and snow tubing tickets
- Complimentary admission to Camelbeach Outdoor Waterpark, Camelback Mountain Adventures and Aquatopia Indoor Waterpark

The price schedule for the Peak to Peak Poconos Pass:

- \$899 for Early Bird season pass purchase from February 22 to April 3
- \$999 for pass purchase from April 4 to October 4
- \$1,029 for pass purchase from October 5 to November 27
- \$1,049 for pass purchase starting on November 28, 2024

Information on tickets and passes are available at <u>skibluemt.com/ski-season-pass</u> and camelbackresort.com/ski-tube/season-pass.

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About Blue Mountain Resort

Blue Mountain Resort is a year-round resort located along the Kittatinny Ridge in the Pocono Mountain region adjacent to the Appalachian Trail near Palmerton, Pennsylvania. Originally opened in 1977 as Little Gap Ski Area, it was renamed Blue Mountain Resort in 1989. With the highest vertical drop of any ski resort in Pennsylvania, it features 40 ski trails, 14 lifts, 29 mountain biking trails, a ropes course, rock climbing wall and more. The property offers camping and glamping sites and dining at Slopeside Pub & Grill along with spaces for indoor and outdoor weddings, groups and corporate retreats. More information is available at www.skibluemt.com. Social media: Facebook, Instagram, YouTube, Twitter.

About Camelback Resort

Nestled in the scenic Pocono Mountains, formed 400 million years ago, Camelback Resort is a year-round destination ideal for adventure-packed multi-generational family travel and experiences. This year it celebrates 60 years of skiing along with Camelbeach's 25th anniversary. The 560-acre resort includes Camelback Mountain for unsurpassed skiing, snowboarding and snowtubing; Camelback Mountain Adventures for ziplining, a treetop obstacle course and alpine mountain coaster; Camelbeach Outdoor Waterpark, Pennsylvania's biggest outdoor waterpark; and Aquatopia Indoor Waterpark, voted *USA Today's* 2022 #1 Indoor Waterpark.

Accommodations are available at Camelback Lodge, an eight-story mountain modern-designed hotel with 453 guest suites, featuring many dining choices including ski-in/ski-out restaurants, a fitness center, 20,000 square feet of flexible conference and meeting venues and 170,000 square feet of indoor adventure and entertainment space. For reservations and more information, call 1-855-515-1283 or visit www.CamelbackResort.com.

About KSL Resorts

KSL Resorts is a full-service hospitality company that manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, ski and beach locations. Managed properties include Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA;

Silverado Resort (Napa, CA); Avila Lighthouse Suites (Avila Beach, CA); Pismo Lighthouse Suites and Shore Cliff Hotel (Pismo Beach, CA); Paso Robles Inn and The Piccolo (Paso Robles, CA); and Sheraton San Diego Hotel & Marina. Asset managed properties include Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Marram (Montauk, NY); and Outrigger Hotels and Resorts (Hawaii and worldwide). More information may be found at kslresorts.com.