

Portfolio

MEDIA RELATIONS



Killington Resort

Affiliation: Elevate Communications

Amplify brand awareness for Killington Resort in hosting World Cup skiing for the first time in 25 years with multi-year contract for participation in FIS Ski World Cup.

103.5M

Overall Impressions
for 2016 Event

1,402

Pieces of Coverage
for 2016 Events

21

Pre-Event Interviews
for 2016 Event

Overview

Initiatives

- FIS Women's Ski World Cup
- Volunteer Opportunities
- Music Headliners
- Snowmaking
- Competition Renewal
- Resort Open for Season

Programs

- Media relations
- Influencer relations
- Event PR + management
- Media buys + radio partnerships

Strategy

- Targeted consumer outreach
- Media tour
- Participant social engagement
- Destination + holiday travel
- Radio ticket giveaways
- Calendar + postables listings

Secured Coverage

November 27, 2016 **AP**

Mikaela Shiffrin wins World Cup slalom at Killington [LINK](#)

October 20, 2016 **Condé Nast Traveler**

Where to Ski in October and November [LINK](#)

October 10, 2016 **WCVB**

Skiing in October? New England resort begins snowmaking [LINK](#)

October 21, 2016 **Boston Globe**

This season is kind of a big deal for US ski racing [LINK](#)

October 13, 2016 **CNBC**

World Cup ski racing returns to East Coast [LINK](#)

September 23, 2016 **WMUR**

Killington announces line-up for World Cup race [LINK](#)

September 21, 2016 **Mountain Times**

The vision and team behind Killington hosting a World Cup [LINK](#)

July 11, 2016 **Powder**

The White Circus Returns to the U.S. [LINK](#)

July 3, 2016 **MassLive**

Tickets to 2016 World Cup race at Killington, VT to go on sale in July [LINK](#)



PRESS RELEASE

2019 Audi FIS Women's Ski World Cup Tickets Available Starting August 21 at 9:00 a.m. ET

The World Cup, Featuring the Women's Giant Slalom and Slalom, is Free and Open to the Public; A Limited Number of Tickets will go on Sale for Select Viewing Areas

KILLINGTON, VT (August 5, 2019) – Vermont's Killington Resort, the largest ski and snowboard destination in Eastern North America and a POWDR resort, announced today that tickets for the 2019 HomeLight Killington Cup will be available for purchase starting Wednesday, August 21 at 9:00 a.m. ET at killington.com. Taking place November 29-December 1, the World Cup will once again bring the women's giant slalom and slalom races to Vermont and is expected to attract U.S. Ski Team superstar Mikaela Shiffrin to compete against the best women's technical alpine skiers in the world.

"Killington and the entire community is eager to welcome back world class alpine skiing for the fourth consecutive year. We'll once again offer free-access viewing areas so the thrill of alpine ski racing can be enjoyed by all and everyone can be inspired by these amazing athletes, especially the next generation of alpine ski racers," says Mike Solimano, president and general manager of Killington Resort and Pico Mountain. "Over the years, the community's support has helped us showcase Killington and the state of Vermont to the international ski audience, and we look forward to displaying 'winter in its original state' once again on Thanksgiving Weekend."

Killington Resort will host free concerts throughout the event, in addition to an already action-packed, fun-filled weekend. Other entertainment includes the World Cup Festival Village, fireworks, athlete parades and the Friday night bib draw featuring top athletes.

"It's exciting to welcome the best women ski racers in the world back to Killington, especially coming off of such an incredible winter season. It was only two months ago, on June 2, that Killington's ski season ended," says Herwig Demschar, chair of Killington's World Cup Local Organizing Committee. "Now, we're talking about snowmaking as the resort prepares the Superstar course for another World Cup. Guests joining us for the World Cup weekend will experience Killington as they never have before with world-class racing, live music, autograph signings, fireworks and more – creating a weekend in the mountains not to be missed."

New this year, tickets for the Saturday and Sunday events can be purchased as a weekend package. Ticket offerings for 2019 Killington Cup include:

- **General Admission – Free**
In addition to the ticket offers, there will be plenty of free access viewing space for all fans to enjoy. The free area provides standing room access near the base of the Superstar trail and along the run with two jumbo screens for viewing the full race course.
- **VIP Tickets – \$550 Sat/ \$500 Sun/ \$1,000 Weekend**
VIP tickets are available at kwcfgivesback.org in partnership with the Killington World Cup Foundation, which supports athlete hospitality and provides grants to bolster winter sports infrastructure and access to winter sports throughout the region. Last year, the KWCF raised \$250,000 in grants that they distributed to 21 winter sports programs in seven different states.
- **4241' Finish Pavilion – \$175 Sat/ \$150 Sun/ \$300 Weekend**
The 4241' Finish Pavilion, located on skier's left of Superstar (below the KMS bag jump), provides a semi-heated tent and premium viewing area featuring a continental breakfast and lunch buffet with soft drinks and hot beverages catered by the Peak Lodge. A beer and wine cash bar will be available.
- **Premier Grandstand – \$100 Sat/ \$90 Sun/ \$175 Weekend**

The Premier Grandstand offers guaranteed access to the highest five rows of the grandstands at the base of Superstar trail, providing one of the best vantage points of the course. Premier Grandstand tickets are limited in quantity and 100% of the proceeds benefit the Killington World Cup Foundation.

- **Grandstand – \$45 Sat/ \$40 Sun/\$75 Weekend**

Ticketed Grandstands are located at the base of the Superstar trail, adjacent to the race course, and are general admission for all rows except the top five. The grandstand provides an elevated view of the race course, along with two jumbo screens broadcasting top-to-bottom race coverage. Limited accessible seating access is available in the front row of the grandstand.

Free parking and shuttles will be available around Killington Resort, however attendees can purchase a preferred parking passes in the Vale parking lots for \$25. Preferred parking passes can be purchased when tickets go on sale at killington.com.

For additional information about Killington Resort and the 2019 Audi FIS Women's Ski World Cup, please visit killington.com/worldcup.

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PRESS RELEASE

Killington Resort Opens for the Season Friday, October 19, 2018

The Longest Season in the East Starts This Week as Killington Resort Prepares for the Audi FIS Ski World Cup Races

KILLINGTON, VT (October 18, 2018) – Vermont's Killington Resort, the largest ski and snowboard destination in Eastern North America, and part of POWDR, is scheduled to kick off its 2018-19 winter season at 10:00 a.m. on Friday, October 19, 2018, becoming the first Eastern resort to open for skiing and snowboarding.

The first turns of the season, on Friday, October 19, will be reserved exclusively for Season Pass, Express Card, Beast365 and Ikon Pass holders. The resort will open to the general public on Saturday, October 20, 2018 at 9:00 a.m. Killington's operating schedule for the remainder of the week will be updated in real time at www.killington.com/conditions.

"Mother Nature played her role, giving us cool temps, but this summer's snowmaking enhancements as a part of our \$25 million dollar capital investment really gave us a leg up," says Mike Solimano, president and general manager of Killington Resort and Pico Mountain. "Killington is on track to, once again, be the first ski area in the East to open and, for the third winter in a row, get the resort ready for the World Cup races in just a few weeks."

On Friday, October 19, 2018, the K-1 Express Gondola will provide uploading and downloading to open terrain for skiers and snowboarders from 10:00 a.m. – 3:00 p.m. and the North Ridge Triple lift will allow uploading until 3:45 p.m. Skiers and snowboarders will use the Peak Walkway to access open terrain and return to the K-1 Express Gondola for the trip down to the base area when finished for the day. Skiing and snowboarding will be on advanced terrain only, providing roughly 600 vertical feet of open trails. No beginner terrain is available at this time. Early season conditions exist and snowmaking and other on-mountain operations may be in progress throughout the day on open terrain.

The Snowshed Sales Center will be open Thursday 8:00 a.m. – 6:30 p.m. and Friday starting at 7:00 a.m., for RFID pass pick up and pass purchases. K-1 Guest Services will be open starting at 7:00 a.m. on Friday selling Season Passes and Express Cards for same-day access to the slopes. Express Card holders will only be charged \$25 for all ages on Opening Day, and children ages 6 and under will receive a Kids Ski Free ticket if accompanied by a season pass holder. No other passes, tickets, vouchers or reciprocal discounts will be accepted on this day. Beginning Saturday, daily lift tickets will be \$59 for adults (ages 19-64), \$45 for youth (ages 7-18) and \$50 for seniors (ages 65-79). Express Card holders will receive 50% off lift ticket window rate for midweek, and 25% off weekend rates.

Remaining a longstanding tradition, season Pass holders are invited to enjoy free lunch on Friday at the K-1 Café, North Ridge Dog Sled or Peak Lodge as a show of gratitude for their commitment to Killington Resort.

Beginning on Saturday, October 20, 2018, K-1 Express Gondola lift hours will be 9:00 a.m. – 3:00 p.m. for uphill loading. The North Ridge Triple lift will allow uploading until 3:45 p.m.

During the World Cup races, which will take place on November 23-25, public access to the Expo Village, which is adjacent to the finish area and is free entrance for spectator viewing, will offer unparalleled access to watch the fastest female alpine ski racers in the world compete in slalom and giant slalom events. Additional World Cup events include free concerts by Paul Oakenfold, Michael Franti, KT Tunstall and Guster, plus movie premiers, fireworks, parades and more. A full schedule of the Killington Cup events can be found at killington.com/worldcup.

Killington will remain open to the public for skiing and snowboarding as conditions permit. Skiers and riders can prepare for Opening Day by purchasing Season Passes and Express Cards now at killington.com and 1-800-621-MTNS (6867).

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PRESS RELEASE

Killington Receives Positive Snow Control for Audi FIS World Cup Race November 24-26

International Ski Federation gives green light to Killington Xfinity Cup Race

KILLINGTON, VT (November 16, 2017) – Vermont's Killington Resort, the largest ski and snowboard resort in Eastern North America and part of the POWDR adventure lifestyle company, is pleased to have received a positive snow control announcement from FIS (International Ski Federation), the governing body of the Audi FIS Ski World Cup.

According to FIS: "This is to inform you that the Ladies' Audi FIS Ski World Cup races in Killington (USA) are confirmed following the official snow control from today 16th November 2017. As scheduled, the races will take place on 25th – 26th November 2017."

With this announcement, Killington Resort can assure international race teams and ski racing fans traveling to central Vermont for Thanksgiving Weekend that both the Giant Slalom and Slalom races will take place as scheduled on November 25 and 26.

"With the FIS approval on race course snow preparation, we're elated to welcome all the international ski teams to Killington next week. This approval is further evidence that Killington's snowmaking system is renowned and our snow maintenance teams are the best in the business at doing their craft and getting the race hill ready," commented Herwig Demschar, SVP international business development at POWDR and World Cup local organizing committee chairman. "Killington Resort, POWDR, and the town and community of Killington threw an amazing World Cup party last year. Seizing that momentum, this year's event will be bigger and better and another epic party. With the return of elite ski racing to the East, a weekend full of live music, and many other events on the schedule, World Cup will be an occasion not to miss."

Killington Resort opened to season pass and express card holders for skiing and snowboarding on November 8 followed by a public opening on November 9. With snowmaking now mostly concluded on Superstar trail, the World Cup race venue, Killington snowmakers have started snowmaking on Skylark to add a training run for World Cup racers. The snowmaking team also continues to expand terrain for the public in the areas of Killington Peak and Snowdon while also beginning snowmaking on learning terrain at Snowshed.

A full schedule of events at Killington Resort during World Cup Weekend including race start times, entertainment, free concerts by Dispatch and Troy Ramey, plus information on many free parking and shuttle bus options is available at www.killington.com/worldcup. Killington strongly suggests to not bring bags to the venue; priority for security screening will be given to those without bags. Stay connected to the Xfinity Killington Cup on social media with #beastworldcup.

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PRESS RELEASE

Killington Resort Opens for the Season Wednesday, November 8, 2017

The Longest Season in the East Starts This Week as Killington Resort Prepares for the Audi FIS Ski World Cup Races

KILLINGTON, VT (November 8, 2017) – Vermont’s Killington Resort, the largest ski and snowboard destination in Eastern North America, and part of the POWDR adventure lifestyle company, is scheduled to kick off its 2017-18 winter season at 9:30 a.m. on Wednesday, November 8, 2017, becoming the first Eastern resort to open for skiing and snowboarding.

The first turns of the season, on Wednesday, November 8, will be reserved exclusively for Season Pass and Express Card holders, and the resort will open to the general public on Thursday, November 9, 2017 at 9:00 a.m. Killington’s operating schedule for the remainder of the week will be updated in real time at www.killington.com/conditions.

“The cold temperatures and ideal snowmaking weather have had our mountain operations team running full steam ahead to make Killington, once again, the first ski area in the East to open, and get the resort ready for the World Cup races in just a few weeks,” says Mike Solimano, president and general manager of Killington Resort and Pico Mountain.

During the World Cup races, which will take place at Killington for the second year in a row on November 24-26, public access to the Expo Village, which is adjacent to the finish area and is completely free, will offer unparalleled access to watch the fastest female alpine ski racers in the world compete in slalom and giant slalom events. Additional World Cup events include free concerts by Dispatch and Troy Ramey, movie premiers, fireworks, parades and more. A full schedule of Killington World Cup events can be found at killington.com/worldcup.

On Wednesday, November 8, 2017, the K-1 Express Gondola will provide uploading and downloading to open terrain for skiers and snowboarders from 9:30 a.m. – 3:00 p.m. and the North Ridge Triple will allow uploading until 3:45 p.m. Skiers and snowboarders will use the Peak Walkway to access open terrain and return to the K-1 Express Gondola for the trip down to the base area when finished for the day.

Early season conditions exist and snowmaking and other on-mountain operations may be in progress throughout the day on open terrain. Skiing and snowboarding will be on advanced terrain only, providing roughly 600 vertical feet of open trails. No beginner terrain is available at this time.

The Snowshed Sales Center and K-1 Guest Services will be open 30 minutes prior to lift opening on Wednesday, selling Season Passes and Express Cards for same-day access to the slopes. Express Card holders will only be charged \$25 for all ages on Opening Day, and children ages 6 and under will receive a Kids Ski Free ticket if accompanied by a season pass holder. No other passes, tickets, vouchers or reciprocal discounts will be accepted on this day.

Season Pass holders are invited to enjoy free lunch on Tuesday at the K-1 Café, North Ridge Dog Sled or Peak Lodge as a show of gratitude for their commitment to Killington Resort.

Beginning on Thursday, November 9, 2017, K-1 Express Gondola lift hours will be 9:00 a.m. – 3:00 p.m. (for uphill loading). The North Ridge Triple will allow uploading until 3:45 p.m. Lift ticket rates will be \$59 for adults (19-64), \$45 for Youth (7-18) and \$50 for Seniors (65-79). Express Card holders will receive 50% off window rate for midweek, and 25% off weekend rates.

Killington will remain open to the public for skiing and snowboarding as conditions permit. Skiers and riders can prepare for opening day by purchasing Season Passes and Express Cards now at www.killington.com and 1-800-621-MTNS (6867).

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PRESS RELEASE

Killington Resort Expands Renewable Energy Practices for 2017-18 Season

Addition of Solar Farms, Rooftop Arrays and Trackers Highlight Killington Resort and Parent Company POWDR's Continued Commitment to Play Forever

KILLINGTON, VT (October 23, 2017) – Vermont's Killington Resort, the largest ski and snowboard resort in Eastern North America and one of POWDR's adventure lifestyle companies, will shine a little brighter starting this winter, with numerous new solar power projects that will generate more than 3,300,000 kWh of clean electricity annually for the resort and sister property, Pico Mountain.

"As a destination that wants to be around for generations to come and yet is in a weather dependent industry, it is imperative for us to reduce our carbon footprint and invest in renewable energy sources as much as we can," said Mike Solimano, president and general manager of Killington Resort. "It is our goal to make Killington and Pico world-class properties in sustainability, and we have high expectations for ourselves and from our guests to be innovative when it comes to environmental responsibility."

An established leader in sustainability, Killington Resort and Pico Mountain is increasing its commitment to renewable energy as a part of POWDR's Play Forever sustainability efforts. Killington and Pico will have eight new solar installations on-site for 2017/18, including fourteen AllEarth Solar Trackers which have been designed, tested and engineered in Vermont. The units use GPS technology to follow the sun throughout the day, allowing them to produce up to 45 percent more energy than a fixed system. The trackers, plus three new rooftop installations on the Pico Base Lodge, Pico Administration Building and Killington Golf Course Maintenance Building are expected to generate approximately 200,000 kWh of clean electricity annually.

In addition to the on-mountain solar installations, Killington partnered with Namaste Solar to develop four off-site solar farms within a short drive from the mountain. The four projects will be energized before the end of 2017 and generate more than 3,100,000 kWh of electricity per year, which is more than 10 percent of the resort's annual usage. The electricity produced from all solar initiatives would power 370 homes annually and conserve 2,471 metric tons of CO₂, according to the EPA's Greenhouse Gas Equivalencies Calculator.

Additional investments include low energy snowmaking equipment, electric car charging stations and energy saving initiatives at the Killington Grand Hotel. Killington has partnered with Efficiency Vermont to add 163 new low energy snow guns to its snowmaking arsenal, bringing the estimated total percentage of snowmaking hours from low energy guns to 72 percent. New electric car charging stations will be added at the Grand Hotel, Snowshed and Skyship parking lots. At the Killington Grand Hotel, variable frequency drives (VFDs) have been installed, guest rooms have been equipped with wireless thermostats that allow temperature control of unoccupied rooms and a multi-year heat pump replacement program is underway.

Killington powers its K-1 Express Gondola and the Peak Lodge by purchasing electricity generated by BioGas, through a program commonly known as Cow Power. Killington purchases over a million kilowatt hours of energy annually through Green Mountain Power's Cow Power program, equivalent to the total electricity usage of nearly 170 homes. The Cow Power program also supports local farms as it provides an additional revenue source to participating farms.

"From cow power to solar power, the Killington team is always on the lookout for new and innovative ways to reduce impact and inspire others to do the same," said Laura Schaffer, director of sustainability for POWDR. "It's their desire to collaborate with key partners that make it possible to build these projects and will help the state of Vermont meet the visionary goal of achieving 90 percent of the state's total energy needs from renewable sources by 2050."

Killington was awarded Vermont's 2017 Energy Leadership Award, 2014 Green Mountain Award for Environmental Excellence and Efficiency and the National Ski Areas Association 2013 Golden Eagle

Award. To learn more about Killington Resort and Pico Mountain's commitment to Play Forever, visit www.killington.com and www.picomountain.com.

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PRESS RELEASE

Snow is in the air at Killington Resort

Mother Nature gets a boost from expert snowmaking and grooming techniques ahead of the Audi FIS Ski World Cup Nov. 24-26

KILLINGTON, VT (October 17, 2017) – Vermont's Killington Resort, the largest ski and snowboard resort in Eastern North America and part of the POWDR adventure lifestyle company, has begun snowmaking in advance of the 2017 Audi FIS Ski World Cup on November 24-26, 2017. Killington Resort was the first North American ski mountain to open its season to the general public in 2016 and last to close in 2017 for Eastern North America, in part because of the resort's advanced snowmaking and grooming prowess.

Killington typically begins the longest season in the East with exclusive access for season pass holders, rewarding commitment to the resort with the first turns of the winter. Season Passes and Express Cards are still available to purchase for the 2017/18 season. While there is no confirmed window for Opening Day at this time, snowmaking lit up on Killington and Skye Peaks just before 11:00 p.m. Monday for testing prior to the season and the approaching Audi Ski World Cup races.

Killington has dedicated a snowmaking team to specifically build the race venue on Superstar where the women's slalom and giant slalom races will take place. Killington's powerful snowmaking system has the ability to pump more than 720,000 gallons of water into 240 snow guns, covering 80 acres with 12 inches of fresh snow in a matter of hours. Killington's snowmaking capacity and grooming allow the mountain to maintain a dependable and consistent snow surface regardless of weather conditions.

"When it comes to snowmaking and grooming, we have the best team and tools in the industry to prepare Killington for the winter season and World Cup on Thanksgiving weekend," said Mike Solimano, President and General Manager of Killington Resort. "Last year, we were able to put on a spectacular World Cup weekend and operate our lifts for more than 200 days before closing on June 1 because of our snowmaking team. Our snowmakers are ready to work with Mother Nature for another monumental World Cup and winter season."

The general public is invited to view the women's giant slalom and slalom races from free general admission areas or from the grandstands as a limited number of premium grandstand tickets remain available when Killington hosts the Alpine World Cup event for the second year in a row. The free viewing areas will accommodate approximately 12,000 spectators and Killington will provide free parking and an enhanced shuttle system for event spectators during the weekend. Appropriate attire for winter weather is recommended for the outdoor venue, including sturdy waterproof shoes and multiple layers. No pets, lawn chairs or coolers will be permitted in the Expo Village. In addition, Dispatch will headline a robust music and entertainment lineup for World Cup spectators.

For more information about the 2017 Audi FIS Ski World Cup at Killington Resort, including the schedule of events, please visit www.killington.com/worldcup for details and updates.

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PRESS RELEASE

Killington Resort and 2017 Audi FIS Ski World Cup to Feature Live Entertainment All Weekend with DISPATCH as Headliner

Free Weekend of Alpine Ski Racing and Live Music Open to the Public Nov. 24-26, 2017

KILLINGTON, VT (October 12, 2017) – Vermont’s Killington Resort, the largest ski and snowboard destination in Eastern North America and part of the POWDR adventure lifestyle company, announced today that the band Dispatch will headline a robust music and entertainment lineup to celebrate the return of the Audi FIS World Cup.

“Combining top-notch entertainment with one of the world’s most premier ski racing events makes for an amazing, party-like weekend at Killington for families and fans of all ages,” said Mike Solimano, President and General Manager of Killington Resort. “We are thrilled Dispatch will headline our full weekend of World Cup Race festivities and hope the public comes out to enjoy the concerts, movie premiers, opening parades, fireworks, our unique dining experiences and autograph signings, in addition to the women’s giant slalom and slalom races.”

Dispatch, who formed while attending Vermont’s Middlebury College, will return to their Green Mountain State roots for the free concert on Saturday, Nov. 25 at Killington’s K-1 Base Area. Known as one of the biggest independent rock bands in history, Dispatch hit a major career milestone when they played an outdoor concert in Boston that drew over 110,000 people and were dubbed by Rolling Stone as the hosts of the largest independent music event ever. Dispatch is returning to the road with their first national tour in five years and their Audi FIS World Cup concert at Killington is their only scheduled appearance in the state of Vermont.

New this year and, in addition to an already action-packed, fun-filled weekend, Killington Resort and the Audi will host a free concert on Friday, Nov. 24 featuring Troy Ramey, originally from Woodstock, VT, and best known for soaring through season 12 of the hit singing competition “The Voice.”

Killington’s Snowshed Base Lodge will host two separate movie premiers throughout the weekend, including new releases from Teton Gravity Research and Warren Miller Entertainment showcasing extreme snow sports and thrilling cinematography, with proceeds from Friday and Saturday’s showings benefiting the Pico Ski Club and Killington Ski Club respectively.

The World Cup Expo Village, located at the K-1 Base Area, will feature over 40 unique sponsors, ranging from artisan Vermont craft and food vendors to the latest ski industry hardware and technology companies. Opening parades on both Saturday and Sunday will feature youth racers marching with their ski clubs carrying participating nations’ flags’ culminating in the finish area to kick off the competition each day. We expect more than 1,000 youth racers both days with Vermont ski clubs featured on Saturday and ski clubs from all over the North East joining us Sunday.

Schedule of Weekend Events*

Friday, November 24, 2017

- Expo Village Open – 10:00 a.m. – 7:00 p.m. – K-1 Base Area
- Free Concert by Troy Ramey – 4:00 p.m. – Expo Village K-1 Base Area
- Athlete Presentation – 5:45 p.m. – Expo Village K-1 Base Area
- Fireworks – Immediately following athlete presentation – Expo Village K-1 Base Area
- Teton Gravity Research Movie Premier “Rogue Elements” – 7:00 p.m. – Snowshed Base Lodge

Saturday, November 25, 2017

- Expo Village Open – 7:00 a.m. – 6:00 p.m. – K-1 Base Area
- VIP Area Open – 8:00 a.m. – Roaring Brook Umbrella Bar
- Opening Parade – 8:45 a.m. – Expo Village, K-1 Base Area
- Giant Slalom Run 1 – 10:00 a.m. – Superstar Trail

- Giant Slalom Run 2 – 1:00 p.m. – Superstar Trail
- Free Concert by Dispatch – Immediately following second race runs – K-1 Base Area
- World Cup Official Post Party – 6:00 p.m. – Wobbly Barn Nightclub
- Warren Miller Movie Premier “Line of Descent” – 7:00 p.m. – Snowshed Lodge, Killington Resort

Sunday, November 26, 2017

- Expo Village Open – 7:00 a.m. – 6:00 p.m. – K-1 Base Area
- VIP Area Open – 8:00 a.m. – Roaring Brook Umbrella Bar
- Opening Parade – 8:45 a.m. – Expo Village, K-1 Base Area
- Slalom Run 1 – 10:00 a.m. – Superstar Trail
- Slalom Run 2 – 1:00 p.m. – Superstar Trail

The general public is invited to view the women's giant slalom and slalom races from free general admission areas or from the grandstands as a limited number of premium grandstand tickets remain available when Killington hosts the Alpine World Cup event for the second year in a row. The free viewing areas will accommodate approximately 12,000 spectators and Killington will provide free parking and an enhanced shuttle system for event spectators during the weekend. Appropriate attire for winter weather is recommended for the outdoor venue, including sturdy waterproof shoes and multiple layers. No pets, lawn chairs or coolers will be permitted in the Expo Village.

Please visit www.killington.com/worldcup for 2017 Audi FIS Ski World Cup Information and the Entertainment Lineup* and be social with #beastworldcup.

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PRESS RELEASE

Guest Experience Gets Even Better at Killington Resort and Pico Mountain with \$5.7 Million Capital Investment in Winter Infrastructure and Renewable Energy in 2018

New snowmaking and grooming equipment, along with increased sustainable energy resources, will give guests unbeatable on-mountain experience in 2017/18 at Killington and Pico

KILLINGTON, VT (October 4, 2017) – Carrying the momentum of a two-year commitment to host the Audi FIS Ski World Cup in 2017 and 2018, Vermont's Killington Resort, the largest ski and snowboard resort in Eastern North America and part of the POWDR adventure lifestyle company, will offer a number of guest experience upgrades this coming season. POWDR has invested \$5.7 million in capital improvements at Killington and Pico across the properties year-round attractions. The investments in 2017/2018 will further enhance snowmaking equipment and infrastructure, upgrade and rebuild lifts, expand summer activities at the resort and improve the overall experience at both resorts.

Since POWDR purchased Killington Resort and Pico Mountain in 2007, infrastructure improvements have exceeded more than \$50 million, including a new lift, lift drives, snowmaking systems and Killington's signature Peak Lodge. POWDR is committed to creating sustainable communities and engaging the next generation of action sports enthusiasts and their significant investment at Killington and Pico support this mission.

"As we prepare to host another Ski World Cup in November, investments are being made to further enrich the experience at Killington and Pico," said Mike Solimano, president and general manager of Killington Resort. "The investments being made this year will help Killington and Pico preserve leadership in resort operations, sustainability and overall guest experience year-round. Last year, we hosted the longest winter season in the East, operating 201 days between October 22 and June 1, and we're hopeful that 2018 will be bigger and better with these enhancements."

Snowmaking Equipment and Infrastructure

Killington Resort will make major investments to its state-of-the-art snowmaking capabilities, highlighted by a partnership with Efficiency Vermont to add 163 new low energy tower snow guns. This significant increase in low energy tower guns, along with a number of other critical system improvements, not only pushes the resort closer to a sustainable operation, but allows Killington to open ski terrain much more quickly and efficiently. Best-in-class snowmaking is a key reason Killington is able to host the Audi FIS Ski World Cup in November. In total, Killington Resort will earmark \$1.7 million in snowmaking improvements and upgrades for 2018.

Pico Mountain improves snowmaking by increasing water capacity in their two snowmaking ponds with a dredging project completed this past summer. Additionally, key pipelines were replaced, valve stations upgraded and pump houses augmented to improve snowmaking at Pico Mountain. This \$200,000 investment in snowmaking will enhance the guest experience and conditions throughout the 2017/2018 season.

Snow Grooming Machines

Killington has added three new grooming tractors to its impressive fleet of snow groomers. The new snow groomers are among the most powerful and efficient pieces of machinery in the industry and will enhance the operator's ability to deliver the best possible snow surface. A Prinoth groomer comes with the latest technology for terrain park grooming, providing the ability to creatively shape trending features which will further enhance Killington's world-class terrain parks. Killington will invest \$965,000 in new snow grooming equipment this year.

Lift Upgrades and Rebuilds

Killington Resort will make significant upgrades this year to its lift infrastructure, totaling \$665,000 in improvements. As design and pricing is ongoing for a proposed new South Ridge lift for 2018/19, existing ski lifts are being upgraded. The Snowdon Triple is undergoing significant upgrades over two years with new haul rope, additional towers, a mid-station, new communications infrastructure and lift line tower

heads while the K-1 Express Gondola, Sunrise Village Triple and Superstar Express Quad also receive upgraded equipment. These improvements are part of an annual program to upgrade older lift technology. The upgrade program, along with the proposed addition of a new ski lift, continues to enhance the guest accessibility to ski terrain with the resort's massive 27 lift network.

Summer Activity Upgrades

With summer now marching into fall, the warmer season remains top-of-mind with completed investments. Killington Resort added activities for young children in the Adventure Center for this past summer, which already offered a wide array of attractions such as a trampoline jump, zip lining and the popular Beast Mountain Coaster. Adults enjoyed improvements to the Snowshed Umbrella Bar, a year-round bar and deck located slope side near the water at Snowshed Pond while guests of all ages can enjoy a new bocce ball court, and enhanced Witchcraft event programming this fall, as well as a variety of other projects to increase the guest experience. In total, \$689,000 will be allocated to summer activities at Killington.

Mountain Bike Park

The Killington Mountain Bike Park is in the midst of a multi-year build out designed by Gravity Logic, a world leader in the design of sustainable progressive mountain bike trails for summer resort operations, which will continue to set the standard for mountain bike park operations in the eastern U.S. New projects include a new 2.5 mile jump trail, skills park and a 1.6 mile old school hybrid trail for an exciting and diverse riding experience bikers of all levels can enjoy. Three high-speed detachable lifts, including the K-1 Express Gondola service all of the bike park's terrain, setting Killington Resort apart from the competition. No other bike park in New England is served by as many high-speed lifts. Also, added this year are state-of-the-art bike carriers on the Snowshed and Ramshead Express Quads, which allow riders to self-load their bikes creating an ease of use factor and increased uphill carrying capacity.. With the addition of more than 10 new miles of trail in the last two bike seasons, there are now 30 miles of trails, making it the largest downhill bike park in eastern North America. Killington will have invested \$500,000 in bike park improvements before the end of operations this fall.

Solar Sites and Renewable Energy

Already a leader in sustainability, Killington Resort and Pico Mountain will increase its renewable power capabilities as a part of POWDR's Play Forever sustainability efforts. Killington and Pico will have nine solar installations for 2017/18, featuring six resort locations with three AllEarth Solar Trackers which have been designed, tested and engineered in Vermont at each. The units use GPS technology to follow the sun throughout the day, allowing them to produce up to 45 percent more energy than a fixed system. The trackers, plus three new rooftop installations, are expected to generate approximately 200,000 kWh of clean electricity annually.

In addition to the on-mountain solar installations, Killington partnered with Namaste Solar to develop four off-site solar farms within a short drive from the mountain. The four projects will be energized before the end of 2017 and generate more than 3,000,000 kWh of electricity per year, which is equivalent to nearly 12% percent of the resort's annual usage. The projects allow Killington to realize significant savings while doing its part to help the state of Vermont meet the visionary goal of achieving 90 percent of Vermont's total energy needs from renewable sources by 2050. The projects also help the resort reinvest into its energy future. Additionally, two new electric car charging stations are being added along with the existing unit at the Grand Hotel. Each new site will have both a Tesla and a universal charger.

Ongoing Infrastructure Improvements

Killington Resort will continue to improve the overall delivery of service to its guests with a number of other infrastructure and operations improvements at the property. Fiscal year 2018 improvements will include a new state-of-the-art tuning machine for its demo and modern rental ski fleet, new vehicles, and other impactful guest experience projects.

For more information about Killington Resort and Pico Mountain, visit www.killington.com and www.picomountain.com or search #beast365 or #mypicomtn on social media.

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PRESS RELEASE

Killington Resort Announces 2017 Audi FIS Ski World Cup Tickets Will go on Sale September 7 at 9:00 A.M. ET

Limited number of VIP and grandstand tickets will go on sale for the World Cup at Killington featuring the Women's Giant Slalom and Slalom

Free access will be available for spectators who do not purchase VIP and grandstand tickets

KILLINGTON, VT (August 17, 2017) – Vermont's Killington Resort, the largest ski and snowboard destination in Eastern North America, announced that tickets for the 2017 Audi FIS Ski World Cup will go on sale Thursday, September 7 at 9:00 a.m. ET at www.killington.com. Taking place November 25-26, the World Cup will once again bring the women's giant slalom and slalom races to Vermont and is expected to attract U.S. Ski Team superstar Mikaela Shiffrin to compete against the best women's technical alpine skiers in the world.

"Last year, VIP and Grandstand tickets sold out in less than a day, showing the incredible passion the Northeast has for world class alpine skiing," said Michael Solimano, President and General Manager of Killington Resort. "We are thrilled to once again offer free-access viewing areas so that we can hopefully surpass 2016's immense crowd. The Audi FIS Ski World Cup at Killington is poised to become a Thanksgiving tradition that ski racing lovers will not want to miss."

In November 2016, Killington shattered all expectations when it hosted the first Alpine World Cup event in the eastern US in 25 years. The inaugural World Cup Weekend at Killington drew an estimated 30,000 spectators, prompting U.S. Ski and Snowboard to propose a two-year agreement for Killington Resort to host the Audi FIS Ski World Cup in 2017 and 2018.

"We're thrilled to have the World Cup return to Killington and the East Coast," said Herwig Demschar, chair of Killington's World Cup Local Organizing Committee and VP of International Business Development at POWDR. "The World Cup is a special event that we want everyone to be able to take part in and enjoy. This is a party that you do not want to miss!"

In addition to the ticketed sections, Killington will once again offer plenty of free-access viewing areas to provide anyone who wishes to spectate with the opportunity to watch the World Cup action up close and in-person. The event will also feature a lively festival with entertainment throughout the weekend.

A new addition to the 2017 Audi FIS Ski World Cup at Killington is the creation of a charitable committee founded by the Killington Mountain School that will work through Killington Resort in various ways including providing support for athlete housing and VIP events and benefit local and regional youth ski development programs throughout the Northeast. The "Killington World Cup Committee" (KWCC) was created to support the Women's World Cup at Killington and to benefit local and regional youth development programs to support athletes in their quest to compete at the highest levels of the sport, as well as organizations that facilitate competition and training infrastructure in the Northeast and increase participation in winter sports competitions throughout the region. A portion of the proceeds from the VIP and Premier Grandstand ticket levels will benefit the KWCC in awarding grants to deserving recipients.

Tickets for the Saturday and Sunday events are sold separately. Ticket offerings for 2017 Audi FIS Ski World Cup at Killington events include:

- **VIP Tickets – \$500**

VIP tickets provide access to a heated tent at the Roaring Brook Umbrella Bar and offer an unmatched vantage point of the course, along with televisions live-streaming the full event. The VIP package includes continental breakfast, gourmet lunch and a deluxe premium open bar. Additionally, VIP tickets provide preferred parking close to the race venue and a World Cup commemorative item, plus a Killington adult lift ticket voucher for the 2017-18 winter season that can be redeemed without restriction. VIP packages are extremely limited each day of the World Cup and a portion of the proceeds benefit the Killington World Cup Committee.

- **SuperFan Level – \$110**
The SuperFan package includes standard Grandstand tickets, along with a World Cup commemorative item and a Killington adult lift ticket voucher for the 2017-18 winter season that can be redeemed without restriction.
- **Premier Grandstand – \$100**
New for the 2017 World Cup, Premier Grandstand offers guaranteed access to the highest five rows of the grandstands at the base of Superstar trail, providing one of the best vantage points of the course. Premier Grandstand tickets are extremely limited in quantity and a portion of the proceeds benefit the Killington World Cup Committee.
- **Grandstand – \$35**
Ticketed Grandstands are located at the base of the Superstar trail, adjacent to the race course, and are general admission for all rows except the top five. The grandstand provides an elevated view of the race course, along with two jumbo screens broadcasting top-to-bottom race coverage. Limited accessible seating access is available in the front row of the grandstand. Grandstand tickets also include a commemorative World Cup access pass.
- **General Admission – Free**
In addition to the four ticket offers, there will also be plenty of free access viewing space for all fans to enjoy. The free area provides standing room access near the base of the Superstar trail and along the run with two jumbo screens for viewing the full race course.

Free parking and shuttles will be available around Killington Resort, however attendees can purchase a preferred parking pass for guaranteed parking in the K-1 parking bays. Preferred parking passes can be purchased for \$45 when tickets go on sale at www.killington.com.

For additional information about Killington Resort and the 2017 Audi FIS Ski World Cup, please visit www.killington.com/worldcup.

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