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www.BrianHead.com

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Brian Head: Black & Blue

Q: What's black & blue all over on one mountain and nearly all green on the other? *Hint:* both are covered in nearly 400 inches of white, Utah Powder, the "Greatest Snow On Earth."

A: That would be uncrowded & relaxed Brian Head, Utah, home of the \$45 adult lift ticket and plenty of "steep and deep."

Brian Head, UT – It's not actually in the shadow of one of America's favorite ski schools, but that's only because it's generally sunny on northwest facing Giant Steps Mountain, home to a dozen-plus black-diamond runs at Southern Utah's Brian Head Resort. Giant Steps Mountain sits just below 11,307-foot Brian Head Peak, where expert-level skiers and snowboarders enjoy hike-accessed, backcountry bowls.

"When a resort's ski school is as successful as ours, there is always a need to remind everyone that 40 percent of our runs are intermediate and 20 percent are advanced –and for those willing to hike a little, untouched expert-only powder stashes abound," notes Brian Head's General Manager, Henry Hornberger.

Frequently associated with families learning to ski and snowboard on Brian Head Resort's Navajo Mountain, a growing number of skiers and boarders have come to understand that the Resort has much to offer intermediate, advanced and even expert skiers.

These mountain veterans appreciate that many of Giant Steps' intermediate runs become advanced runs during the frequent powder dumps required to pile up an average annual snowfall of nearly 400 inches of Utah powder, widely known as the "Greatest Snow on Earth."

It is the driest snow in North America, with an average moisture content of just 4 percent, according to the Natural Resources Conservation Service, a division of the U.S. Department of Agriculture. It skies fast, as there is little resistance. This can result in the powder causing a multiplier effect on Brian Head's 1,320-foot vertical drop; a half a foot of fluffy, dry powder has been known to transform blue runs into blacks for even expert skiers.

Parties with experts amongst them can easily push Brian Head's vertical up to 1,548 feet via with a short boot-pack to the steep fields and bowls on Brian Head Peak above the Resort's lifts. A "spotter car" can easily return powder enthusiasts to the lift network.

Accommodating the estimated 95 percent of North American skiers that aren't experts and enjoy their blues blue, Brian Head's groomers keep some blues blue. But for the advanced- and expert-level skiers and snowboarders, the groomers leave plenty of powder untouched on Giant

Steps, including steep-and-deep and mogul skiing and snowboarding. Brian Head Peak is totally ungroomed.

Beyond powder-improved vertical, advanced and expert snowboarders are constantly challenged by Brian Head's three terrain parks, Jibberace, Junkyard and Bunny Bash. Each includes natural and man-made features, the latter crafted with an excavator, arc welder, saw and shovel. Parks features include a mix of jump lines, rails, boxes and jibs.

Advanced- and expert-level skiers and snowboarders enjoy the same relaxed and uncrowded atmosphere that helped create Brian Head's stellar reputation as a top spot for lessons. For different reasons than the beginners, the veterans too appreciate that Brian Head puts all beginners on a separate mountain. This separation prevents the collisions and associated frustrations often witnessed at ski areas that mix the newbies with the masses at the base of the mountain. A skier bridge, opened in 2007, allows easy access to both mountains, making it hassle free for parents to drop their kids at ski school or the licensed day care and then head to the blue and black runs on Giant Steps without a need to drive from one to the other.

The icing on the cake is that even without discounts, Brian Head's full-day adult lift ticket is among North America's best ski values and has not increased in over three years. While a Brian Head non-holiday adult lift ticket is \$45, the price for the same was nearly \$90 at Mammoth and over \$80 at Heavenly last season. Brian Head value-based packages deliver even greater savings.

Money-saving options include Brian Head's lodging package with members of the Iron County Lodging Association. The discounted packages are available at participating hotels or lodges as listed at <http://www.ScenicSouthernUtah.com>.

More savings are found in Brian Head's partnership with the "Starving Student Card," which allows cardholders to receive 50 percent off of two adult lift tickets and equipment rentals for two people -or one person for two days, skiers or snowboarders, excluding holidays. The cards can be purchased at the Dixie State College Book Store in St. George and the Southern Utah University Book Store in Cedar City. Anyone, not just students, can purchase the card for \$30.00. And there are many savings beyond those at Brian Head. More details are available at www.StarvingStudentCard.com.

About Brian Head Resort: at 9,600-11,307 feet above sea level, it is the highest ski resort base elevation in Utah. It averages nearly 400 inches yearly of the "Greatest Snow on Earth," has three terrain parks, eight lifts, 65 ski trails and 650 acres of ski terrain for downhill skiing, snow tubing and snowboarding from mid-November through mid-April. There are also assorted options for après ski dining and drinking, entertainment and ecotourism, as well as cross-country skiing, snowshoeing and much more. Brian Head's very family-friendly atmosphere includes an uncrowded setting with no lift-lines, an award-winning, all-inclusive children's program for ages 3-12 at Navajo Lodge Learning Center, an entire mountain and facility dedicated to kids and newcomers to winter sports. There is also a state licensed day care facility. Brian Head's location is perfect for combining a skiing or snowboarding trip with a visit to Las Vegas. Likewise, Brian Head is likely closer to more national parks than any other ski resort town in North America; Zion, Bryce, Capitol Reef, The Grand Canyon, and Great Basin are all within easy reach. Cedar Breaks National Monument is two miles from Brian Head.

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