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www.BrianHead.com

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**Ski Trips = Family Time:
Drive the Interstate to Safe, Uncrowded and Relaxed Brian Head, Utah - And Save Big**

- Brian Head Resort offers lift tickets at half the prices of many ski areas and great discounts on packages including lodging, lessons and equipment rentals. Perhaps most valuable, Brian Head fosters quality family time on the slopes, in front of the fireplace playing board games at night and on the drive, sharing postcard-worthy scenery on the drive along Interstate-15, including Mojave National Preserve, Las Vegas skyline, Virgin River Gorge and Southern Utah's Color Country, America's largest concentration of natural scenic wonders— and generally very little traffic and no twisty, hairpin turns.

Brian Head, UT – From Arizona, California, Nevada and Utah, families can easily drive to one of America's most admired family-focused ski areas, Brian Head Resort in Southern Utah –and do so almost entirely on Interstate highways, avoiding congested, stressful, windy, two-lane roads often associated with ski areas. Once at Brian Head, families enjoy wide-open slopes free of lift lines, quiet nights playing board games in front of the fireplace or stargazing from the tranquil setting that defines the peaceful community of Brian Head.

On the slopes at Brian Head, families will find a relaxed and uncrowded atmosphere at a resort renowned for delivering high-quality skiing and boarding lessons on one mountain devoted exclusively to beginners, while simultaneously providing, on adjacent Giant Steps Mountain, challenging intermediate, advanced and expert-only runs and terrain parks for a family's more advanced skiers and boarders. Both mountains offer quality food and drink at base lodges.

At Brian Head, Navajo Mountain and Navajo Lodge Learning Center serve novice skiers and boarders, while experienced skiers and boarders enjoy the adjacent Giant Steps 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 Mountain without the need to drive from one to the other.

Brian Head's base elevation is 9,600 feet, Utah's highest, and both mountains have 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%, according to the Natural Resources Conservation Service, a division of the U.S. Department of Agriculture.

Frequent powder dumps can have 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. Again, Brian Head provides special treatment for novices; after a powder dump, groomers keep the greens green and learners learning on Navajo. And the groomers do the

same to plenty of Giant Steps' runs too, accommodating the estimated 95 percent of North American skiers that aren't experts and enjoy their blues blue. But for the experts, the groomers leave plenty of powder untouched on Giant Steps and in Brian Head's hike-accessed backcountry bowls.

Overall, there are 650 acres served by eight lifts reaching 65 runs, 40 percent beginner, 40 percent intermediate and 20 percent advanced, as well as three terrain parks, and all are open to both skiing and snowboarding.

All this adds up to a fantastic family vacation. But don't take our word for it.

Iconic snowsports blog, www.FirstTracksOnline.com, summed it up: "Brian Head: Altitude, Not Attitude...It's the staple of family skiing...very family-friendly." And the Family Travel Forum reported that "Brian Head's focus is on beginner and intermediate terrain and ski and snowboarding education."

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 adult lift ticket is regularly \$45, the price for the same was nearly \$90 at Mammoth and over \$80 at Heavenly last season. Brian Head value-based packages including lessons and equipment rental available for ages 3 and up deliver even greater savings.

Brian Head's incredible snow coverage offers families a wide range of skiing and boarding options, ranging from steep-and-deep and mogul skiing for those that want it –to skiing and boarding instruction that has earned an unsurpassed reputation for teaching both children and adults. There is even an option for family members not interested in either skiing or boarding, as everyone can enjoy the Snow Tube Park on the beginners' mountain.

Brian Head's well-deserved status as among THE places to learn or improve skiing and boarding has its roots in the resort's General Manager, Henry Hornberger. Few in all of North America's snowsports industry have more experience than Hornberger at instructing skiers and boarders, both novices and those that are intent on moving from intermediate to advanced level.

Before arriving at Brian Head in 1996, Henry was the first person to head up the ski school at Taos Ski Valley after the passing of its legendary founder, Ernie Blake. Of Henry's nearly 20 years at Taos, he ran the ski school for five years before being named the director of the ski school at Aspen Mountain, widely considered to be the flagship mountain of iconic Aspen.

Since coming to Brian Head, Henry has created one of the nation's best learn-to-ski environments, in great part due to having one mountain devoted entirely to teaching beginners. This allows students to be free of even the slightest concern that anyone will encounter terrain beyond their ability or be intimidated by experts speeding past – and no one will end up separated from their group or instructor at the mountain's singular base.

Instruction programs include: "Kid Boarders" for 7- to 12-year-olds of any ability level desiring to learn the fundamentals of safe riding; "Mountain Explorers" for 6- to 12-year-olds of any ability level that want to explore the mountain with a professional ski instructor who will challenge, motivate, and inspire children to love skiing; "Tiny Tracks" for 4- and 5-year-olds of any ability level seeking to explore their abilities and learn all about the skiing experience. All three programs include four hours of lessons, a full-day lift ticket, full-day equipment rental, and lunch. Registration for each program closes daily at 10:00 a.m.

For 3-year-olds, the “Wee Ski” program is centered on gently introducing children to the elements of skiing. While Wee Ski participants do not ride the chairlift, they learn the basics of stopping and turning. The program includes two hours of lessons, equipment rental, and a full day of day care. Wee Ski is only available on Saturdays and during holiday periods.

All programs cost \$95.00, and reservations are essential for each (866-930-1010 for reservations).

Day care at Brian Head’s state licensed day care center at Navajo Lodge Learning Center is centered around a low child-to-caregiver ratio, and well trained staff engage with infants and toddlers and attend to special dietary needs in a safe, cozy environment. The facility is available for children from six-weeks to 3-years-old at the rate of \$13 per hour with a two-hour minimum or \$79 for a full day, 9:00 a.m. to 4:00 p.m.

For teens and adults, ski and snowboard instruction is offered for rookies, intermediate and advanced levels. Adult Learn-to-Ski/Board packages include equipment and lift tickets, though prices vary. Private and small group lessons are offered, generally by appointment.

Money-saving family 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>.

Savings are also 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 and excluding holidays. The cards can be purchased at the Dixie State College Book Store and the Southern Utah University Book Store - you do not have to be a student to purchase the card for \$30.00. And there are many savings beyond those at Brian Head. More details are available at www.StarvingStudentCard.com.

Additional Brian Head packages can be found online at BrianHead.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 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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