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## **Uncrowded & Relaxed, Utah's Brian Head Resort is Moving to the Head of the Class**

**Brian Head, UT** – Brian Head Resort in Southern Utah has become renowned among America's most admired ski areas for providing high-quality skiing and snowboarding lessons in a safe, relaxed and uncrowded setting.

But don't take our word for it.

Iconic snowsports blog, firsttracksonline, 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 instructors at Brian Head specialize in making the learning curve short and making the experience memorable. Their unsurpassed reputation for teaching both children and adults is only made more attractive by its 2010-2011 deals on ski and snowboard instruction for all ages, as well as equipment rentals.

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 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. Henry ran Taos' ski school for nearly two decades before being named the director of the ski school at Aspen Mountain, widely considered to be the flagship mountain of iconic Aspen.

At 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. The resort's Navajo Peak Mountain and Navajo Lodge Learning Center serve novice skiers and boarders only, while experienced skiers and boarders enjoy the adjacent 11,307-foot Brian Head Peak.

This separation prevents the collisions and associated frustrations often witnessed as ski areas that mix the newbies with the masses at the base of the mountain. It also allows students to be free of even the slightest concern that they 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.

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 a need to drive from one to the other. Overall, of its 65 runs spread over 650 acres served by eight lifts reaching, 40 percent are for beginners.

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 is centered around a low child-to-caregiver ratio, and well trained staff engages 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 all levels: beginners, intermediate, advanced and expert 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 and increments of one hour, one and half hours, three hours, or six hour sessions. Fees are from \$85.00, and reservations are essential for private lessons.

Family Lessons are an excellent way for families to learn and progress together. Brian Head offers three hour and six hour sessions of family lessons. All participants must be at least five-years-old, and the maximum class size is 5 persons. Fees are from \$340, and reservations are essential.

*(Prices need to be edited in for full and half day lessons noted below)*

Adult and teen group lessons are for teenagers and adults ages 13 and older that have never skied or snowboarded before. Both full day and half day packages are offered daily. The full day package includes an all day lift ticket, all day equipment rental, and a 3 and a half hour lesson. The full day package must be purchased before 10:00 a.m. The half day package includes a full day lift ticket, full day equipment rental, and a two hour lesson. Half day packages are only available in the afternoon and must be purchased before 1:00 p.m. Reservations are required for all lessons.

Brian Head's "Get Better Ski/Get Better Snowboard" classes are utilized by all ability levels, from beginners to experts seeking a fun way to polish their skills. The classes accept teenagers and adults

ages 13 and older that have skied or snowboarded at least once. They include half day packages in either the morning or afternoon daily. The half day packages include a full day lift ticket, full day equipment rental, and a one and a half hour lesson. Morning packages must be purchased by 10:00 a.m., and afternoon packages must be purchased by 1:00 p.m.

Brian Head's Teen Camp (\$89) is offered only during holiday periods. It is geared for creating a fun experience for teenagers. And its instructors focus on making the learning experience fun, informative, and safe. Packages are available for all ability levels, from first time beginners to expert skiers or snowboarders. All packages include a full day lift ticket, full day equipment rental, and a lesson.

Full-day packages are available for first time beginners and include a two hour lesson in the morning and a one and a half hour lesson in the afternoon. These packages must be purchased by 10:00 a.m.

Half day packages are available for all ability levels. Half day packages for first time beginners are available only in the afternoon and include a two hour lesson. Half day packages for all other ability levels are available in both the morning and the afternoon and include a one and a half hour lesson. Morning half day packages must be purchased by 10:00 a.m., and afternoon half-day packages must be purchased by 1:00 p.m.

Money-saving family options include Brian Head's lodging package with members of the Iron County Lodging Association; anyone staying in participating accommodations can purchase adult lift tickets for \$25 Monday through Friday and for \$35 on weekends –excluding holidays. The discounted tickets will be available at participating hotels or lodges as listed at <http://www.scenicsonthernutah.com>.

For families with students, Brian Head's partnership with the "Starving Student card" 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 in St. George and the Southern Utah University Book Store in Cedar City- and 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](http://www.starvingstudentcard.com).

**About Brian Head Resort:** at 9,600-11,307 feet above sea level, it is the highest ski resort in Utah. It averages 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 off-mountain 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. And there is 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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