

FOR IMMEDIATE RELEASE

MEDIA CONTACTS

Stephanie Forté, steph@forteprlv.com, 702.596.9866 | Jim Seely, jseely@leecanyonlv.com, 702.371-9322

LEE CANYON ANNOUNCES \$7 MILLION CAPITAL IMPROVEMENT PROJECT AMENITIES READY FOR THE 2023/24 WINTER SEASON

LAS VEGAS (AUGUST 1, 2023) Today, <u>Lee Canyon</u> announced a \$7 million capital improvement project is underway that includes a new quad chairlift called Ponderosa, an additional 450-stall parking area, and a 500-foot "<u>magic carpet</u>" conveyor lift. Guests will enjoy the new amenities at the start of the 2023/24 winter season. **Through Friday, August 4**, winter season passes for Lee Canyon are at their lowest price point of the year.

Lee Canyon's new Ponderosa chairlift will be located on the mountain's southeast side, providing access to intermediate runs like Foxtail Alley, Limber Pine Lane, and Bonanza Ridge. The three trails are ideal for skiers/riders progressing from beginner to intermediate terrain.

"This is an investment in Lee Canyon's guest experience. The Ponderosa chair will allow guests to access popular trails more easily, while skiers/riders will be disbursed throughout the property," said Dan Hooper, Lee Canyon's general manager.

Guests will access the Ponderosa chair via the "magic carpet" lift in the Rabbit Peak chairlift area. Skiers/riders can also access the Ponderosa chair from trails off the Sherwood triple chairlift.

The new 450-stall parking area will be a convenient access point for the Ponderosa chair and Lee Canyon's Rabbit terrain, used primarily by first-time skiers/riders, beginners, and children.

"Lee Canyon is seeing more visitors, first-time and youth skiers, and snowboarders. Collectively, these investments also mean we can better serve the needs of those populations," said Hooper.

Lee Canyon's latest investment follows the 2019 opening of Hillside Lodge, a 10,000 sq. ft. ski-in-skiout facility featuring food and beverage outlets like the Bristlecone Bar and Brewin' Burro coffeehouse. Last summer, the resort debuted its downhill mountain bike park.

Construction projects will not interfere with summer operations; the resort continues work on new trails for its downhill mountain bike park. Lee Canyon is open daily from 10 a.m. to 6 p.m. For more information, visit www.leecanyonly.com.

2/ LEE CANYON ANNOUNCES \$7 MILLION CAPTIAL IMPROVEMENT PROJECT

About Lee Canyon

Lee Canyon is located approximately one hour from downtown Las Vegas in the Humboldt-Toiyabe National Forest. Established in 1963, Lee Canyon offers guests 195 acres of terrain, 27 trails accessed via three chairlifts, 250 acres of hike-to terrain, and a lift-served tubing hill. Averaging more than 161 inches of snowfall annually, Lee Canyon offers ski and snowboard coaching, terrain parks, lodge amenities such as dining and retail, and a host of summer activities. Lee Canyon is a Mountain Capital Partners property. For more information, please visit www.leecanyonlv.com and follow Lee Canyon on Facebook, Instagram, and Twitter.

###