



**Blue Mountain Resort**  
1660 Blue Mountain Drive  
P.O. Box 216  
Palmerton, PA 18071  
(610) 826-7700

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**FOR IMMEDIATE RELEASE**

**CONTACT: Ashley Seier**  
**610-826-7700 Ext: 1522**  
**Cell: 484-425-0324**  
**aseier@skibluemt.com**

**Blue Mountain Resort Plans Safety Week**  
A week of activities to promote safety on the slopes

**Palmerton, Pennsylvania (18 January 2019)** – Blue Mountain Resort is kicking off January promoting safety on the slopes! We will be highlighting aspects of the Skiers Safety Responsibly Code through promotions and interactions with our Ski Patrollers. The push of Safety Week is to create awareness that there are elements of risk in skiing that common sense and personal awareness can help reduce. This week of safety activities and education is part of Blue Mountain's participation in the National Ski Area Associations efforts to educate skiers and snowboarders about being safe on the slopes.

January 6<sup>th</sup> – 12<sup>th</sup> & 17<sup>th</sup> – 19<sup>th</sup> guests can participate in the following Safety Week Programs:

- **Chair Lift Simulator:** Practice safe chair lift loading, riding, and unloading on our moving Safety Chair Simulator.
- **Bars for Bars:** To promote keeping the safety bar down while riding the lift, Ski Patrol will be handing out candy bars to guests spotted riding our chair lifts safely.
- **Scavenger Hunt:** School Groups are encouraged to participate in our mountain wide scavenger hunt. Anyone who completes the scavenger hunt by collecting hole punches from ski patrol will receive a free lift ticket.
- **Safety Video Contest:** Guests can create and submit a safety video highlighting a safety aspect of the Skiers Responsibly Code. The winner of the contest will be selected on Blue Mountain's Facebook page. Winners will receive a free lift ticket and \$25 gift card.
- **Retail Discounts:** Shoppers will receive 10% off protective gear in our True Blue Mountain Sports Shop.

Any media who wishes to cover this event prior or day of, please contact Ashley Seier, Marketing Manager at 484-425-0324 or 610-826-7700 x1522.

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