

Tourism Public Relations News Release

FOR IMMEDIATE RELEASE

January 12, 2012

Come on up, the snow's fine!

ANCHORAGE, Alaska – Alaska's unusually snowy winter – attributable to a strong La Nina cycle that has spurned many North American ski resorts this winter – has been making national news all week. The silver lining? All that snow means winter recreation opportunities of historic proportions.

At Alyeska Resort, 40 miles south of Anchorage, 462 inches has fallen since October 1, 2011, and the seasonal average snowfall (November to February) is 134 percent above average. Alyeska is Alaska's only full-service resort, and boasts 1,500 skiable acres and the longest double-black-diamond run in North America.

"Alyeska Resort is 120 percent above average total snowfall for this time of year," said Di Hiibner, general manager of the ski resort. "The powder days are starting to blur and we have 100 percent of the mountain open, one of the earliest all-mountain openings on record." Throughout the Southcentral region, communities are on track to record the heaviest snow load in years – perhaps ever. That's good news for outdoor recreation of all kinds, from snowmobiling to snowshoeing and cross-country skiing. And with Alaska's peak winter travel season just ahead, there's plenty of time to plan a trip to ski, snowboard, take in the start of the legendary Iditarod Trail Sled Dog Race in Anchorage (March 3) or experience the magic of the World Ice Art Championships in Fairbanks (Feb. 18-March 25).

By the spring equinox, March 20, Alaska will be enjoying more daylight than anywhere else in North America. This fact, along with all the snow, contributes to an unusually long season at Alyeska Resort, which usually doesn't close until mid- to late-April.

As of January 27, nearby Anchorage had received 91 inches of snow, which is already above the 74.5-inch average total snowfall for the season. The snowiest winter on record was in 1954-55, when 132.8 inches were tallied for the season.

The resort is offering a \$699 "Epic Alaska" package that includes four nights at the full-service Hotel Alyeska, three days' lift tickets and a day of guided snowcat skiing with Chugach Powder Guides, a local snowcat and heli-skiing operator in the Chugach Mountains (based on double occupancy).

To plan your Alaska winter adventure, visit www.travelalaska.com.

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