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Contact:  
Holly Lippert  
Communications Manager  
425.434.6750 (phone)  
425.434.6712 (fax)  
email: holly@summit190.com

## **THE SUMMIT AT SNOQUALMIE HOSTS 11<sup>TH</sup> ANNUAL SAFETY WEEK; CONTINUES SLOPE SAFETY FOCUS**

Snoqualmie Pass, Wash. January 14<sup>th</sup>, 2010– The Summit at Snoqualmie, in conjunction with the National Ski Areas Association (NSAA), will be hosting its annual safety week from January 16<sup>th</sup> through January 22<sup>nd</sup>. This year’s focus will be on slope safety awareness and helmet usage.

“We take both fun and safety very seriously at The Summit,” said Rob Gibson, patrol director. “The NSAA’s annual Safety Week allows us to draw additional attention to important safety behaviors while also giving us a platform for progressive education associated with our different on-snow activities. We’re proud of the fact that The Summit has been recognized with a national safety award three times in the past decade by the National Ski Areas Association.”

Planned activities include a 20% discount on all Bern helmets in Summit retail locations, avalanche dog demonstrations, a safety carnival, backcountry safety demonstrations, snow safety presentations, and more. Stickers will be distributed to guests, and increased signage and depicting the helmet and slope safety messages will be displayed. For a full list of planned activities, please visit:  
<http://www.summitatsnoqualmie.com/News/1192/Safety-Week-2010>.

Safety is a daily imperative at The Summit. While Safety Week shines the spotlight on slope safety awareness and the importance of helmet usage, The Summit also has many educational programs in place that focus on backcountry and avalanche awareness, terrain park safety, and personal responsibility while skiing and snowboarding. For more details on The Summit’s safety practices, visit  
<http://www.summitatsnoqualmie.com/Mountains/Safety>.

The Summit at Snoqualmie, operated by Boyne Resorts, is a proud partner of the USFS offering equal opportunity recreation. Boyne USA Resorts is the largest family owned four-season resort company in North America; founded by Everett Kircher in 1947. In addition to The Summit, Boyne Resorts owns and/or operates award-winning mountain and golf resorts and attractions throughout the United States and Canada including Cypress Mountain near Vancouver, British Columbia, the Official Freestyle Skiing and Snowboard Venue for the 2010 Olympic Winter Games, Big Sky Resort in Montana, Boyne Mountain, Boyne Highlands, The Inn at Bay Harbor – A Renaissance Golf Resort and Avalanche Bay Indoor Waterpark in Michigan, Brighton in Utah, Crystal Mountain in Washington, Loon Mountain in New Hampshire, Sugarloaf and Sunday River Resort in Maine and Gatlinburg Sky Lift in Tennessee. For more information on Boyne Resorts, please visit [www.boyneresorts.com](http://www.boyneresorts.com).

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