



**WEST MOUNTAIN TO OPEN FRIDAY,
DEC. 24 FOR SKIING, RIDING & SNOW TUBING
(Weather Permitting)
LIFT TICKETS ARE ON SALE NOW AT WESTMOUNTAIN.COM**

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**EXPANDED LEARNING AREA;  
EXPANDED TUBING PARK;  
STELLAR LINE UP OF WINTER EVENTS & LIVE MUSIC;  
BAR AND EATERY WEEKLY AND DAILY SPECIALS**

**Queensbury, NY--- For immediate release: December 21, 2021**

West Mountain is ready to kick off its 2021-22 season, opening Friday, December 24 (weather permitting) for skiing, riding and tubing! West Mountain has been very busy preparing for its opening day.

“The progress continues at West Mountain!” said Sara Montgomery, General Manager of West Mountain. “Our Snow Sports school continues to grow, and this year we have expanded our learning center to accommodate more skiers and riders. We are excited to welcome newcomers who will be making their first winter sports memories at West. It’s going to be a fun-filled season!”

West Mountain offers beginner through advanced terrain and will be open for day and nighttime skiing, riding, and tubing. The staff has been working hard in preparation for opening weekend with some exciting additions to the mountain, as well as a continuation of West Mountain’s renowned lesson programs:

- Newly expanded learning terrain/bunny hill
- Additional snow tubing lanes added to the Tubing Park
- Continuation of the Individual and After School Program
- Continuation of Academy and Club Race Team Membership offerings for athletes ages 6-19.
- Continuation of events like Fire on the Mountain, Slush Cup and more!

Additionally, during non-holiday periods, West Mountain will offer popular ticket promotions such as Monday and Tuesday \$35 4-hour ticket specials and breakfast or lunch plus lift ticket specials.

**BREAKFAST + TICKET SPECIAL**

Enjoy mornings at West Mountain with a \$35 Breakfast + Ticket Special offered Tuesdays-Fridays 10 a.m.-12:30 p.m. (non-holiday). The Breakfast Special includes a 2-hour lift ticket, breakfast sandwich and a cup of coffee or hot chocolate from the West Express Café.

## **LUNCH + TICKET SPECIAL**

Enjoy afternoons on the slopes at West Mountain with a \$35 Lunch + Ticket Special – Tuesdays-Fridays 11:30 a.m.-2 p.m. (non-holiday). The Lunch Special includes a 2-hour lift ticket, 1/2 sandwich and a cup of soup, chips, and a small fountain drink from the West Express Café.

West Mountain's Bar and Eatery will be open at full capacity this season with daily specials such as Burgers, Beers and Bands Wednesdays, Fiddlehead and Fettuccine Fridays, Bloody Mary Sundays, and so much more!

## **CONTINUED EXPANSION OF WEST MOUNTAIN**

After nine years of a complete ski area infrastructure rebuild, West Mountain has completed its Stage 1: Ski Area Infrastructure. West will now embark on Stage 2: A Luxury Ski/Stay Resort Development at the north side of the mountain.

### **Stage 1: Ski Area Infrastructure**

- New chairlifts
- 40,000 feet of new snowmaking pipeline
- New snowmaking pump house
- New state of the art cafeteria
- Four new snowcats
- New rental ski & snowboard fleet
- New LED trail lighting
- 100% snowmaking and night skiing
- New tubing conveyor lift
- An expanded Bunny Hill
- Remodeled Northwest Lodge

### **Stage 2: A Luxury Ski/Stay Resort Development**

The resort will consist of:

- A suite-style Hotel and Conference Center
- West Athletic Club and Spa
- Fractional-share & full-share condos
- Duplexes, apartments & custom homes
- A beautiful retail plaza featuring: a full retail ski shop of clothing & recreational and race equipment, restaurants, coffee shop, organic grocery store and more

“The northwest side is an idyllic setting, set on an old farm property with beautiful locust tree groves and rows of cobblestone fences,” said Spencer Montgomery, co-owner and operator of West Mountain. “The walking paths have views of the ski mountain as well as the Green Mountains of Vermont. It’s a total getaway for the mind and soul, while being only two miles off I-87. Stay tuned for your opportunity to secure your place and lifestyle destination in the “Woods at West Mountain” luxury ski and stay resort!”

## Winter 2021-2022 ENTERTAINMENT & EVENTS at West Mountain

### Music Line Up & Events:

- December 24:** Opening Day, 2-5pm - Kenny T & DC Steve
- January 5:** Burgers, Beers & Bands, 5-8pm – Padraic (Pat) Decker
- January 12:** Burgers, Beers & Bands, 5-8pm – Frank Murray
- January 19:** Burgers, Beers & Bands, 5-8pm – Radio Junkies Duo
- January 26:** Burgers, Beers & Bands, 5-8pm – King’s English Duo
- January 29:** Snowfest, 2-5pm – The CoverUps
- February 2:** Burgers, Beers & Bands, 5-8pm – King’s English Duo
- February 9:** Burgers, Beers & Bands, 5-8pm – Radio Junkies Duo
- February 16:** Burgers, Beers & Bands, 5-8pm – Padraic (Pat) Decker
- February 19:** Fire on the Mountain, 7-11pm – Ten Most Wanted
- February 23:** Burgers, Beers & Bands, 5-8pm – Kings English Duo
- March 2:** Burgers, Beers & Bands, 5-8pm – Frank Murray
- March 9:** Burgers, Beers & Bands, 5-8pm – Radio Junkies Duo
- March 16:** Burgers, Beers & Bands, 5-8pm – King’s English Duo
- March 27:** Slush Cup/Cardboard 2-5pm – Bobbie Dick and Susie Q

### Winter Promotions:

**December, MLK and February Break Stay & Play Packages** - West Mountain is offering 2 & 3 day stay and play lesson camps during December, MLK and February Breaks.  
(December 24-January 2) (Jan. 15-17) (February 19-27)

**Learn To Turn Package Deal During National Learn to Ski & Snowboard Month** - Are you, your spouse, your child or children interested in learning to ski or snowboard at affordable rates you cannot pass up? All weekdays (except MLK Day) in January during National Learn to Ski and Ride Month, purchase our Learn to Turn Packages at half-price. The cost for ages 13+ is \$60 and \$55 for ages 12 and under. This First-time Beginner's Package includes one learning area lift ticket, one rental, and one 1.5 hour group lesson. Reservations are required and must be reserved at least 24 hours in advance by calling the Snow Sports office at 518-636-3699 ext. 336.

**Bring a Friend to the Mountain Week** - Bring a friend to West Mountain! Buy a full price ticket any day this week and get one ticket half off. Season Pass holders receive half off for a friend too. (Feb. 7 -11)

**Spend February Break With us - Fire on The Mountain & Holiday Stay & Play** - A guaranteed week of fun & memories this February Break at West Mountain. Including the Fire on the Mountain Event with fireworks, a torchlight parade, fiery food, and drinks and live music with Ten Most Wanted from 7-10pm. (February 19-27)

**Teacher Appreciation Week at West** - Teacher's ski and ride all week long for \$30 (4-hr ticket). (February 28-March 4)

**Police & Fire and First Responder Appreciation Week** – Firefighters and First Responders ski and ride for \$30 (4-hr ticket). (March 7-March 11)

**Medical Professionals Appreciation Week** – Medical Professionals ski and ride all week for \$30 (4-hour ticket). (March 14-18)

**St. Patrick's Promo** – Stay tuned for details

**PROGRAMS FOR 2021-22 WINTER SEASON:**

<https://westmountain.com/6-week-programs/>

**AFTER SCHOOL PROGRAMS 2021-22 WINTER SEASON:**

West Mountain has been making kids happy while teaching them to learn to ski and snowboard with their school friends since 1961. The After School Programs begin in early January and run for 6 weeks (not including holiday break weeks); all participating schools come one day week on their designated day of the week. For more information and to register, please visit

<https://westmountain.com/after-school-programs/>

**WEST MOUNTAIN MOGUL FREESTYLE DEVELOPMENT PROGRAM**

West Mountain is excited to bring back the mogul freestyle development program. This 6-week program is designed for intermediate/advanced skiers ages 9-17 who have an interest in learning the Olympic disciplines of mogul skiing and slopestyle skiing. The program is offered on Tuesday evenings with a coaching staff that includes 7x World Cup Mogul Freestyle Champion, John Witt. The program will teach mogul technique on a new dual mogul freestyle line that will be built on Go-Go trail and run into the Banister Terrain Park. The program will focus on technique including turns, airs and speed – as well as park slopestyle skill building.

**WEST MOUNTAIN RACING**

The WMR Academy and Club Team Programs, led by Head Coach Steve Lathrop, are for available for U12- U19 alpine ski racers. The Academy program is customized for U12-U19 racers who are looking to advance or have advanced to post season competition and beyond. For more information, visit <https://westmountain.com/racing/>

**TICKETS ARE ON SALE NOW:**

Tickets are available to buy online at [www.WestMountain.com](http://www.WestMountain.com).

**HOURS OF OPERATION:**

For winter hours, visit <https://westmountain.com/hours/>

West Mountain offers day and nighttime skiing, riding, and tubing.

## **GROUPS, WEDDINGS, TUBING PARTIES:**

For groups of 10 or more interested in booking, please contact [west@WestMountain.com](mailto:west@WestMountain.com).

## **WEST MOUNTAIN HEALTH MEASURES**

The well-being of West Mountain's guests is at the heart of our concerns. Several health measures are in place and we ask for our guests' cooperation to meet the State of New York's recommendations, as they are a priority. West Mountain remains attentive to changes in the state's health and safety guidelines, and operations could vary rapidly depending on the situation. Read more about West Mountain's Mountain Safety initiatives online at [www.WestMountain.com/safety](http://www.WestMountain.com/safety).

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## **ABOUT WEST MOUNTAIN**

### **TRUE TO OUR ROOTS SINCE 1961**

An established ski and outdoor activities year-round community with a family-friendly atmosphere, West Mountain is the choice for an authentic upstate experience on the mountain. Nestled at the foot of the Adirondack Mountains and conveniently located off I-87, West Mountain offers a quick drive to downhill satisfaction. Family-owned and operated since day one, West Mountain continues to evolve to meet the needs of families as well as skiing and riding loyalists and year-round outdoor enthusiasts. Improve your skills, have fun with your family and live an active lifestyle. We care about your family, your health and your enjoyment. West Mountain is the year-round destination for outdoor enthusiasts seeking convenience, affordability and a real Adirondack adventure. *Welcome to West Mountain.*

## **WEST MOUNTAIN PROUDLY SUPPORTS ITS COMMUNITY PARTNERS**

Big Brothers Big Sisters, Glens Falls YMCA, Queensbury School District, Glens Falls School District, Glens Falls Rotary, Boy Scouts of America, Girl Scouts of America, Charles R. Wood Foundation, Glens Falls Hospital, Double H Ranch, West Mountain School, West Mountain Ski Patrol, Special Olympics, & Prospect Center.

## **LINKS & SOCIAL**

Website: [www.WestMountain.com](http://www.WestMountain.com)

Facebook: <https://www.facebook.com/westmtnskiarea>

Twitter: <https://twitter.com/westmountain>

Instagram: <https://www.instagram.com/westmountain/>

LinkedIn: <https://www.linkedin.com/company/west-mountain-ski-area/>

Hashtag: #WESTMTN | #WESTMOUNTAIN

**MEDIA INQUIRIES** Contact [Press@WestMountain.com](mailto:Press@WestMountain.com) to be connected to General Manager, Sara Montgomery. B-roll and interview opportunities are available Wednesday, Dec. 22, as well as opening day, Dec. 24.