

FOR IMMEDIATE RELEASE  
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## **Powder Ridge Resort in Middlefield offers skiing, snowboarding & tubing 365 days a year.**

Middlefield, CT. (June 5, 2017) Powder Ridge Mountain Park & Resort is proud to announce the opening of our 365 Synthetic Snow Park. Your favorite winter sports are now available 365 days a year! The 365 Snow park will **open August 5, 2017** with 500 ft. run for skiing and boarding plus two tubing lanes.

Sean Hayes, CEO of Powder Ridge explains, "Skiing 365 days a year has been happening all over Europe for many years. It is made possible by a high-tech version of "artificial turf". 365 Synthetic Snow by Yiippi uses high quality plastic polymer "fingers" that provides a slippery surface, (without water) but still provides the user the ability to carve for turning and stopping". Hayes continues, "that's just the beginning by the summer of 2018 the 365 Synthetic Snow Park will go all the way to the top of the Ridge, that is over 2,800 feet".

"We are proud to partner with Powder Ridge to bring the first synthetic snow park to the Northeast U.S." says Hans Peter Koehle, Managing Director bei Yiippi GmbH365. "365 Synthetic snow is ideal for race and freestyle teams to train on. The large amount of space between the "fingers" provides more air flow than any other synthetic snow manufacturer. That air keeps the board or ski from overheating even on the fastest racing team".

**Join us August 5<sup>th</sup> for the Grand Opening of the 365 Synthetic Snow Park.** Summer fun will include a pig roast, demonstrations, live music from the band Mix Signals. For more information on pricing and season passes, please visit [PowderRidgePark.com](http://PowderRidgePark.com). This event is sponsored by Burton Snowboards and Rossignol Skis.

**Powder Ridge Mountain Park & Resort** is the first full service year-round urban mountain sports park and resort, featuring skiing, snowboarding, tubing, mountain biking and synthetic snow adventures for all ages. The 225-acre facility is centrally located in the heart of Connecticut at the junction of all the major thoroughways, providing easy access to the over 23 million people within a 90-mile radius. The newly renovated lodge houses the Marketplace for casual dining and large events. On the second floor of the lodge is the Ridgeside Tavern, Fire at The Ridge Restaurant, and 10 hotel rooms. The Mountain has been upgraded with new snow making equipment, snow grooming vehicles, and updated aerial and surface lifts. The training center is the only Terrain Based Learning Facility in CT, which utilizes sculpted snow to give beginners high level skiing sensations without the fear or risks of falling and stopping.

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## Information and FAQ about 365 synthetic snow surface for website

„365“ synthetic surface provides the ultimate ski surfaces. Ideal for straight travel, carving, travel speed and edge control. The secret lies in the design of the pins whose cross-section profiles design allows the ski to control to edge, while the minimum resistance to the Ski provides when or flat running slide.

The top ski surface design is known for its gliding properties known to give less friction and more speed. The surface design of „365“ is not only a unique artificial snow surface, but it also offers additional cushioning.

There is the potential your skis or snowboard may be damaged while riding the artificial surface. Powder Ridge will not be responsible for the repair or replacement of your equipment due to any damage that may occur from riding or skiing on the synthetic surface.

- Extruded bases are not recommended and may result in a severely damaged base if used
- Long pants (jeans) are required – not shorts
- Leather gloves for are recommended
- Helmets are mandatory

Should I wax or tune my skis or snowboard?

Skiers and snowboards will want their equipment sharpened just as they would for winter. However, any winter wax should be scraped from the bottom of the equipment. The surface is a silicon based product and will provide any lubrication needed.

What is like to fall?

Just like skiing or snowboarding it depends on the fall. Wearing gloves, long pants and sleeves will help mitigate any abrasions that may occur. Knee and elbow pads are also recommended. Remember to always ski or snowboard within your ability.