



## **FOR IMMEDIATE RELEASE**

**Media Contacts:** Jennifer Rudolph, 303.866.9712, [Jennifer@ColoradoSki.com](mailto:Jennifer@ColoradoSki.com)  
Nick Bohnenkamp, 303.866.9724, [Nick@ColoradoSki.com](mailto:Nick@ColoradoSki.com)  
Bob Wilson, 303.757.9431, [Bob.J.Wilson@dot.state.co.us](mailto:Bob.J.Wilson@dot.state.co.us)

## **COLORADO SKI COUNTRY USA LAUNCHES SKIPPOOL CAMPAIGN**

*Hop on Board at the Hogback Park-n-Ride to Head to the Mountains Easter Weekend*

**DENVER, Colo.** – March 19, 2008 – Colorado Ski Country USA (CSCUSA) is encouraging skiers and riders to carpool to the mountains on Easter weekend as part of their new Skipool Campaign.

From 6-9:00am on Saturday, March 22<sup>nd</sup>, CSCUSA, in partnership with Colorado Department of Transportation (CDOT) and Starbucks Coffee, will provide ski carpoolers who meet at the Woolly Mammoth lot (Morrison Exit 259 off of I-70) complementary coffee, road condition information, and other incentives to show appreciation to current carpoolers and to encourage more drivers to carpool over the holiday weekend.

“The Skipool Campaign is a great way for skiers and riders to help improve the I-70 mountain corridor experience,” explains Rob Perlman, president and CEO of Colorado Ski Country USA. “Carpooling helps ease traffic congestion, reduce CO<sub>2</sub> emissions and shorten travel times, resulting in less time on the roads and more time on the runs,” continued Perlman.

The Hogback Park-n-Ride lots (Woolly Mammoth, TREX, and Stegosaurus) offer 1454 parking spaces to carpoolers. Large vehicle capacity, combined with a location just off of I-70, create an ideal location which Front Range skiers and riders can use as a meeting point in their Skipool efforts.

“By significantly increasing the parking capacity at the Hogback within the last year, it has provided additional options for drivers who want to do their part for the environment and help reduce traffic along this heavily-traveled corridor,” said CDOT’s Regional Transportation Director Jeff Kullman. “We commend Colorado Ski Country USA for taking this pro-active step to encourage drivers to carpool up to the slopes. It’s a win-win for everyone.”

Colorado’s resorts are also encouraging guests to carpool. At A-Basin, guests who fill a vehicle with four or more people can head to the ticket window (even if some already have passes) and receive lift tickets for those in the car who need them for \$41 each.

Durango Mountain Resort rewards environmentally friendly skiers and snowboarders every weekend and during holidays with the premier Carpool Parking Lot. Any car containing three or more people moves to the front of the line and gets parking in the closest parking lot to Durango’s main chairlift, the Sixpack, for free.

Skiers and riders can take part in the Skipool Campaign this weekend by arranging to meet their fellow carpoolers at the Woolly Mammoth lot, or any other Park & Ride, and carpool to their favorite resort. For guests who may be traveling solo or just looking for an extra person to split gas money, SkiCarpool.org is a free nonprofit service that connects skiers and riders who are traveling to any of Colorado’s 26 resorts.

The following are Hogback Park-n-Ride lot locations and vehicle capacities:

- The Woolly Mammoth lot is located just west of the I-70/Morrison Rd Interchange along U.S. 40 and offers 1181 parking spaces. For guests traveling on I-70, it can be accessed via Morrison Rd Exit 259.
- The TREX and Stegosaurus lots are located on the east side of the I-70/Morrison Rd Interchange along U.S. 40 and offer 156 and 117 parking spaces respectively. For guests traveling on I-70, these lots can be accessed via Morrison Rd Exit 259.

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*Colorado Ski Country USA is the not-for-profit trade association representing Colorado's 26 ski & snowboard resorts. Information about the organization and its members can be found at [www.coloradoski.com](http://www.coloradoski.com).*