

FOR IMMEDIATE RELEASE

Contact: Allison Augustin [aaugustin@jaypeakresort.com](mailto:aaugustin@jaypeakresort.com) (802) 327-2249

**JAY PEAK RESORT KICKS OFF 2023+24 WINTER SEASON**

In a tradition spanning decades, Jay Peak will open the Friday following Thanksgiving Day again this season, with help from a favorable stretch of wintery weather. The Resort will welcome its Stakeholders on Friday, November 24th for A Day for the Devoted, now a part of First Pass weekend. More than 750 free Lift Tickets were claimed for opening day as part of Day for the Devoted, a relatively new tradition that invites Jay Peak devotees to celebrate the beginning of its 23+24 winter season.

A Day for the Devoted began in the winter of 21+22 as a gesture to recognize the unwavering devotion Jay Peak Stakeholders are known to have for the mountain. An overwhelmingly positive response indicated the Resort should continue this tradition for a third year now. This day has now grown into First Pass Weekend, which encompasses a Thanksgiving Buffet at Alice’s Table, Day for the Devoted, First Pass Lodging Deals, and Give Back Friday- a program that will pull 300 random names from a database of stakeholders to receive a fully transferable free Lift Ticket or Waterpark Day Pass.

Opening Friday to Passholders, Employees, guests staying on the First Pass Vacation Packages, and those with a confirmed Day for the Devoted free ticket, Jay Peak hosts additional activities to complement the celebratory day.

* The Resort’s Ski and Ride School will perform mini clinics on-hill, to help ease skiers and riders back into the saddle.
* Free Pizza in the Stateside Cafeteria from 12p-1p
* Après Music in The Bullwheel from 3p - 6p with DJ Local Dork
* Snowboard Demos from Never Summer Snowboards, which will continue through the weekend.

Opening weekend operations will include access to expert terrain off the Jet Triple chair, a number of terrain park features, beginner terrain off the Stateside Carpet and, if weather and snowmaking permits, intermediate terrain off the Taxi Quad chair. The Resort’s ongoing operations will open to the public on Saturday and Sunday, then reopen daily for the season on Friday, December 1st.

For the 23+24 winter season, Jay Peak is also promoting a multi-day lift ticket at unbeatable prices. Mission Affordable bundles four, single-day Lift Tickets that are fully transferable and good for any day of the 23+24 season. Mission Affordable 4-Packs are sold in two pricing tiers: Tier 1 is good through November 27, 2023, $279+tax, and Tier 2 runs through December 18, 2023, at $319+tax.

**PASS THE JAY**

With opening day centered around giving and thanks, it’s the perfect opportunity to introduce Jay Peak’s new Pass The Jay campaign. A Day for the Devoted and Give Back Friday, an alternate take on Black Friday, aligns perfectly with new campaign. Pass the Jay is all about the notion that everyone has something good to share, and inviting more people into that party, be they like minded or differently ordered, makes the party not only bigger, but better. Throughout the season the Resort will look for more ways to both give back to our guests and offer them opportunities to Pass The Jay to their friends and family in both tangible (admissions and access) and intangible (sharing what compels them to return to Jay Peak time after time) ways.

**ABOUT JAY PEAK**

Jay Peak is a four-season resort in Northern Vermont, near the Canadian border and about 60 miles north of Burlington. Featuring over 485 acres of on and off-piste skiing and snowboarding terrain, Jay Peak is serviced by nine lifts, including Vermont’s only aerial Tram, and is hailed as having some of the best gladed terrain in the East. Amenities also include a year-round indoor Waterpark, an indoor ice arena, an extensive recreation center, multi-purpose athletic fields, and an 18-hole championship golf course. The resort is best known for its 356 inches of average annual snowfall, and a wide range of accommodations, dining options, and unique events catering to all types of visitors. Visit jaypeakresort.com for more information.

**ABOUT PACIFIC GROUP RESORTS, INC. (PGRI)**

Pacific Group Resorts, Inc. is an international resort operating company based in Park City, Utah whose portfolio includes Jay Peak in the Green Mountains of Vermont, Wintergreen Resort in the Blue Ridge Mountains of Virginia, Mt. Washington Alpine Resort in the Beaufort Mountain Range on Vancouver Island, British Columbia, Wisp Resort in the Appalachian Mountains of western Maryland, and Powderhorn Mountain Resort on the Grand Mesa of western Colorado. PGRI also manages the mountain operations of Ragged Mountain in New Hampshire, which is not owned by Pacific Group Resorts, Inc. Combined the company operates over 4,000 acres of ski terrain serving about 1 million skier visits per year, 99 holes of golf, over 40 food & beverage outlets, over 4,000 pillows, plus tennis, pickleball, pools, a waterpark, athletic fields, a whitewater rafting course, numerous retail operations, spas, and a variety of other amenities. For more information on PGRI, please visit www.pgri.us.