



FOR IMMEDIATE RELEASE

April 3, 2015

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Purgatory Says “Farewell” to Lift 8 with Announcement of New High-Speed Quad

Head to Purgatory for the Lift 8 Retirement Party this Weekend!

DURANGO, Colo. – After 30 years of transporting guests to some of the best ski terrain in Colorado, Lift 8, otherwise known as the Legends Lift, will be retired at the end of the season. Purgatory officials announced the new chairlift will be a high-speed detachable quad chairlift and will begin carrying guests to the top of the mountain during the 2015-2016 winter.

“This lift replacement is one of the most ambitious and impactful changes undertaken at this resort in years, and I’m pleased to unveil it during Purgatory’s 50th anniversary celebration,” said managing partner, James Coleman. “The new lift, our new season pass products and the additional improvements planned underscore this mountain’s commitment to giving our guests what they’ve been asking for: a fantastic product and a great value – all under the name Purgatory.”

The new high-speed quad will be installed this summer and is almost a mile in length and will cover a vertical rise of nearly 1,500 feet. The Legends Lift will take skiers and riders to the summit of Purgatory in just 5 minutes, providing a much faster ride time, easier loading and unloading, and allowing for more skiing. The Legends Lift provides access to intermediate, advanced and expert terrain, including gladed tree skiing trails located on the backside of the mountain.

Purgatory is inviting skiers and snowboarders to enjoy one last ride this season on a chair that moves slow enough to hand feed the native birds and reminisce with friends about their personal Lift 8 experiences. In addition to the Lift 8 Retirement Party, this weekend includes Saturday’s Gaper Day with Ska Brewing this Saturday, April 4, so break out the vintage “onesies” and party to the music of Ralph Dinosaur from 2:30-5:30 p.m. This Sunday, April 5, includes a kid’s egg hunt and costume contest during Purgatory’s Easter Eggstravaganza, with music on the Beach by DJ Aiko Aiko. All Purgatory season passes, including Weekday Only passes, are valid this Saturday and Sunday.

In honor of Purgatory’s past, and all the people, passholders, employees and guests who have contributed throughout the years to Purgatory’s success, the new high-speed quad will retain the name of the “Legends Lift,” or Lift 8. The new lift and last month’s announcement that the resort would change its name back to Purgatory are all part of the ski area’s 50th anniversary, which the resort will celebrate during the 2015-2016 season.

Information on Purgatory’s 50th Anniversary Reunion Season is available at www.SkiPurg.com/50th. The new 2015/2016 Purgatory Power Pass is currently available for purchase at www.skiPurg.com/seasonpass, at the Purgatory Ticket Office or Purgatory office in Bodo Park. Early-bird pricing on Power Passes ends Thursday, April 30, 2015. For questions regarding season passes, please call 970-385-2168.

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Purgatory Resort is part of the Southwest Collective, consisting of four resorts in Colorado, Arizona and New Mexico, that also includes Arizona Snowbowl, Sipapu Ski & Summer Resort and Pajarito Ski Area. The Southwest Collective totals over 3000 skiable acres, more than 200 trails, 26 lifts, and 13 terrain parks, all within a convenient drive of each other.