



**FOR IMMEDIATE RELEASE**  
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## Start the New Year on the Slopes

**Oregon** - January is National Learn a Snow Sport Month across the United States. Twenty-three states, of which Oregon is one, are offering special learn to ski and snowboard packages to locals.

Oregon ski areas have promoted this initiative for many years and will once again be offering special packages that are fun and affordable. Whether learning for the first time or simply brushing up on unpracticed skills, these 'Learn to Ski/Ride' packages are the jackpot for people looking to improve their skills on the slopes this January.

For more information on January Learn a Snow Sport Initiative, and to find a participating ski area in Oregon, visit [www.SkiOregon.org](http://www.SkiOregon.org). Click on the Learn to Ski/Snowboard Packages icon and then click on it again on the upper right. From there, click on individual ski area logos to view packages.

Reasons to learn a snow sport include:

- Happy and healthy sport for winter month entertainment.
- Fun, wholesome sport that brings generations of families closer together.
- Winter sports can build self-esteem and self confidence while fighting obesity.
- Opportunity to enjoy nature and the great outdoors the northwest has to offer.

Visit [www.SkiOregon.org](http://www.SkiOregon.org) for detailed information on each ski area's openings. You will find links to each ski area where detailed information is posted on opening times, rates, weather conditions, lodging and transportation, hot deals and more.

Ski Oregon is a non-profit association representing the ski industry in Oregon. Members include ski areas throughout the state, retailers, lodging partners, manufacturers, transportation, rental equipment companies and more. Ski Oregon's mission is to create awareness of and demand for Oregon ski and snowboard industry services and products.

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**Ski Oregon – Ride the Endless Winter – [www.SkiOregon.org](http://www.SkiOregon.org)**