



SnoCountry & Pepsi® present
The Resort of the Week
Jan. 9 – Jan. 15, 2025



snowbird



Resort of the Week



[SNOWBIRD SNOW REPORT](#)

TOP SNOWFALL

Resort	Overnight	Weather
Antelope Butte, WY	6" last 24 hours	
Terry Peak, SD	5-6" last 24 hours	
Wisp, MD	5" last 24 hours	
Smugglers Notch, VT	4" last 24 hours	
Bretton Woods, NH	3" last 24 hours	
Burke Mountain, VT	3" last 24 hours	
Mont Sutton, QC	3-4" last 24 hours	
Anthony Lakes, OR	2" last 24 hours	
Appalachian Ski, NC	2" last 24 hours	
Catamount, MA	2" last 24 hours	

SNO COUNTRY.COM

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snowbird ROCKIES: CO MT NM UT WY

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SNOW REPORT

CONDITIONS ARCHIVE

RESORT MAPS

CO MT NM UT WY

snowbird A Different Breed.

Resort of the Week



SNOWBIRD

One of the most famous ski areas in the United States, The Bird is on every skier's bucket list. Situated next door to Alta at the top of Little Cottonwood Canyon in Utah's Wasatch, Snowbird receives more than 500 inches of snow annually and offers Utah's longest ski season (early November through Memorial Day). Snowbird features more than 3,000 feet of vertical spread out over more than 2,500 acres, serviced by 14 lifts, including the Snowbird tram. Located just 45 min from Salt Lake City International Airport, same-day flying and skiing is a reality at Snowbird. Winter activities also include heli-skiing, snowcat skiing, and snowmobile tours.

SnoCountry provides the updated snow reports, weather conditions, and mountain information you need for a great day on the snow at Snowbird.





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A Different Breed.

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Resort of the Week



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Snowboard features more than 3,000 feet of vertical spread out over more than 2,500 acres, serviced by 14 lifts, including the Snowbird tram. Located just 45 min from Salt Lake City International Airport, same-day flying and skiing is a reality at Snowbird. Winter activities also include heli-skiing, snowcat skiing, and snowmobile tours.

SnoCountry provides the updated snow reports, weather conditions, and mountain information you need for a great day on the snow at Snowbird.

The screenshot shows the SnoCountry.com website interface. At the top, there's a navigation bar with links for SnoCountry News, Mountain Life, U.S.A. Conditions, Canadian Conditions, Get News, and Admin Login. Below this is a header for "ROCKIES: CO MT NM UT WY". On the left, a sidebar lists "TOP OF PAGE", "SNOW REPORT", "CONDITIONS ARCHIVE", "RESORT MAPS", and "CO MT NM UT WY". The main content area features the "snowbird" logo and the Pepsi logo. It highlights "Resort of the Week" with a large image of a snowy mountain slope. Below this, a section titled "SNOWBIRD" provides a detailed description of the resort, mentioning its location in Little Cottonwood Canyon, Utah, and its various winter activities. A small note at the bottom says "SnoCountry provides the updated snow reports, weather conditions, and mountain information you need for a great day on the snow at Snowbird."

This screenshot shows a promotional section for Snowbird. At the top is the SnoCountry logo. Below it, a small image of a snowy landscape is followed by the text "A Different Breed.". To the left is the "snowbird" logo. The main headline reads "PEPSI RESORT OF THE WEEK SNOWBIRD". A descriptive paragraph about Snowbird follows, noting its location and unique "Aerial Tram" feature. It also mentions the "Resort of the Week" collaboration. A large image of a skier in action on a snowy slope is shown, with the "PEPSI Resort of the week" logo overlaid. The "snowbird" logo is at the bottom left, and the SnoCountry logo is at the bottom right. A blue button at the bottom right says "EXPLORE SNOWBIRD".

SnoNews sent to 130M Thursday, January 9, 2025

A wide-angle photograph of a snowy mountain landscape. In the foreground, a skier wearing a bright red jacket and dark pants is captured mid-turn, kicking up a spray of white snow. The skier is positioned in the lower center of the frame. The background features a vast, snow-covered valley with a winding road or riverbed visible through the trees. The mountains are covered in dense, snow-laden evergreen forests. The sky is overcast with heavy clouds.

snowbird





RADIO SNOW REPORTS

Click speaker icon to hear SNOWBIRD's SnoCountry snow reports



Report Date	Station	City	State	DMA Market	# Airings
2025-01-09	KEDU-FM	Alamogordo	NM	Albuquerque/Santa Fe NM	5
2025-01-09	KHII-FM	Alamogordo	NM	Albuquerque/Santa Fe NM	5
2025-01-09	KKDG-FM	Durango	CO	Albuquerque/Santa Fe NM	3
2025-01-09	KPTE-FM	Bayfield	CO	Albuquerque/Santa Fe NM	3
2025-01-09	KTMN-FM	Alamogordo	NM	Albuquerque/Santa Fe NM	5
2025-01-09	KXRQ-FM	Roosevelt	UT	Salt Lake City UT	2
Total Airings					23

Week of January 9, 2025
SNOWBIRD's
SnoCountry Radio Exposure



January 11, 2025
SNOWBIRD's
feature post
on Facebook

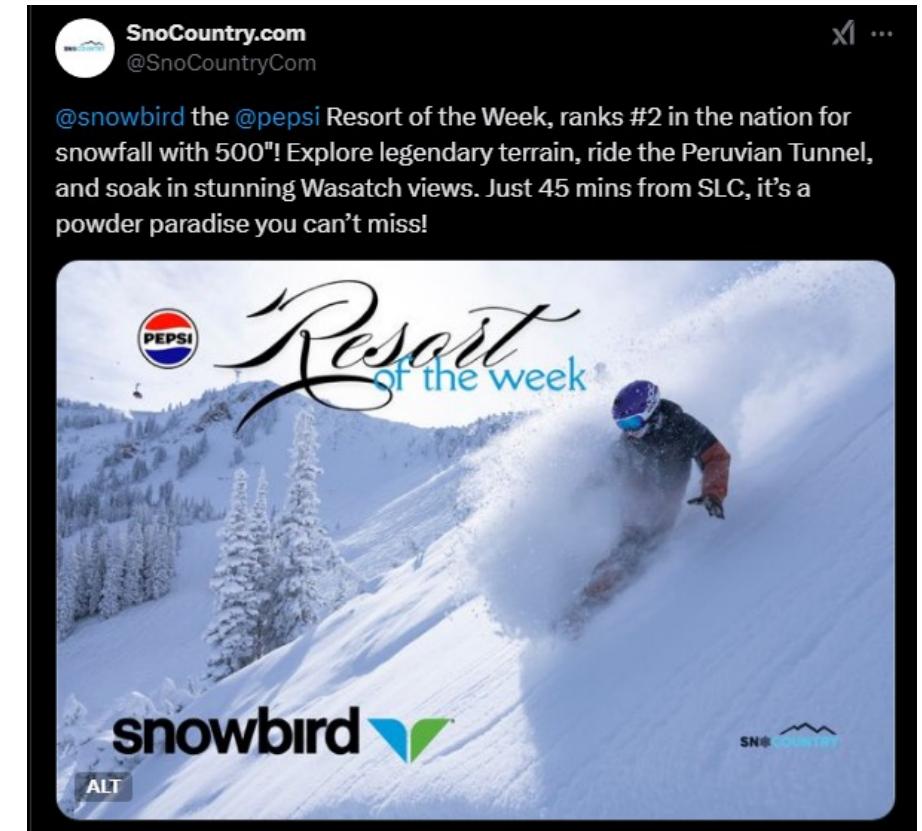


This [Pepsi](#) Resort of the Week has steeps, deeps, and no lift lines. [Arapahoe Basin Ski Area](#) invites you to leave no stash untouched, no line unturned, and no days behind this winter. Enjoy over 1,400 skiable acres, the most challenging in-bounds terrain in the state, and a home-grown vibe all to be enjoyed across Colorado's longest winter season – cough, cough 222 days last season. Throughout seemingly never ending change, A-Basin stands as one of the finest gems in skiing and riding. The things that make us who we are can't be changed. On top of our world-class mountain, we firmly value quality over quantity and work towards keeping this a beautiful, laid-back ski area with room on the slopes and a seat at the bar. After all, we're still Legendary for a reason.



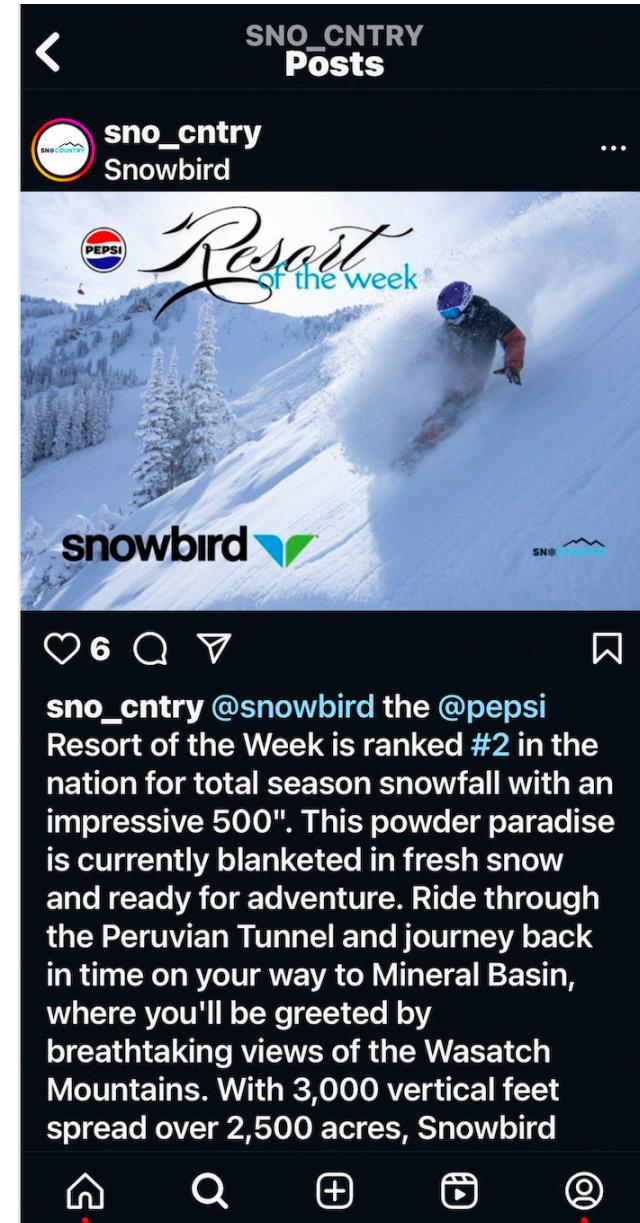


January 12
SNOWBIRD's feature
post on X





January 10, 2025
SNOWBIRD's
featured post
on Instagram





Featured Week (Thu - Wed)	Featured Ski Area/Resort
December 26 - January 1	Arapahoe Basin, Colorado
January 2 - 8	Pats Peak, New Hampshire
January 9 - 15	Snowbird, Utah
January 16 - 22	Grand Targhee, Wyoming
January 23 - 29	Gunstock, New Hampshire
January 30 - February 5	Powderhorn, Colorado
February 6 - 12	Lee Canyon, Nevada
February 13 - 19	Camelback, Pennsylvania
February 20 - 26	Mt. Bachelor, Oregon
February 27 - March 5	Powderhorn, Colorado
March 6 - 12	Telluride, Colorado
March 13 - 19	Jay Peak, Vermont
March 20 - 26	Killington, Vermont
March 27 - April 2	Bogus Basin, Idaho





When a snowflake falls on a mountaintop, SnoCountry makes the noise.

THANK YOU!



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