



Press Release

FOR IMMEDIATE RELEASE

Contact: Troy M. Cusson

Phone: 585.374.1125

Email: tcusson@bristolmt.com

BRISTOL MOUNTAIN ADDS NEW MAGIC CARPET LIFT

Canandaigua, NY (August 29, 2008) – Bristol Mountain Winter Resort announces the addition of a **Magic Carpet** brand conveyor type surface lift. The new lift's conveyor belt technology has become a snowsports industry standard as it provides beginner skiers and riders easy, user friendly access to the slopes, no matter what their age.

"This is the lift we have been waiting for.", says Bristol Mountain Snowsports School Director, Steve Howie. "Loading is effortless and transportation to the top of the learning area is a smooth easy ride."

The new lift, which has a thirty inch wide belt that glides along flush with the surface of the snow, can transport up to 1,500 riders per hour.

Bristol Mountain Marketing Director, Troy Cusson said, "No matter what your age this lift makes learning to ski or snowboard easy and fun. There is nothing to hold on to, just inch your way on to the belt and you're off."

The new lift, named the **Lunar Launch**, replaces the resort's **Mighty Mite** rope tow surface lift on the **Launching Pad** learning area which is located at the south end of the base area of the mountain.

For more information on the new lift or for information on beginner learn to ski or learn to snowboard programs call, 585.374.6000 or visit, www.bristolmountain.com.

Photo: Bristol Mountain crews unload new magic carpet lift 8/25/08

