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NEWS

FOR IMMEDIATE RELEASE

“SKI FOR AIR SERVICE DAY RETURNS ON JANUARY 25 WITH \$40 LIFT TICKETS FOR A FULL DAY OF SKIING AT SUN VALLEY”

[Fly Sun Valley Alliance](#) (FSVA) and the [Sun Valley Resort](#) have teamed up again to present **Ski for Air Service Day** by offering a full-day \$40 lift ticket for skiing at Sun Valley on Sunday, January 25. All proceeds from **Ski for Air Service Day** will support air service to Sun Valley.

A limited number of the discounted \$40 **Ski for Air Service Day** lift tickets will be available for sale in advance, for cash or credit card purchase only, from January 14-24 at the following local and regional ski & snowboard shops: Sturtevant’s – Sun Valley & Warm Springs, Sturtos Hailey, Board Bin, PKs Ski & Sports, PK Rentals, Formula Sports, Ski Tek, and Elevation Sports in Twin Falls. No \$40 lift tickets will be sold on January 25. The participating ski shops will also be offering 50% off on demos and rentals for the day, and several Sun Valley area lodging properties, including Sun Valley Resort, will offer 50% off nightly room rentals for the weekend, making it an extremely affordable ski weekend for both locals and visitors.

“Ski for Air Service Day has been big success over the past three years, so we thank Sun Valley Resort for working with us to bring this event back again for the community. You can get a fantastic deal on skiing Sun Valley while supporting our critical air service initiatives,” remarked Carol Waller, Director of Fly Sun Valley Alliance.

Ticket Sales

The \$40 **Ski for Air Service Day** lift tickets will go on sale at participating ski shops on Wednesday, January 14 and will continue through Saturday, January 24, or until the limited number of lift tickets available are sold-out. The \$40 lift tickets will **not** be available for sale on **Ski for Air Service Day** on Sunday, January 25. Lift ticket purchases are cash or credit card only and not refundable. A 3% processing fee will be added to credit card sales. There is no limit to the amount of tickets an individual may purchase.

For details, www.flysunvalleyalliance.com

Media Contact: Carol Waller, carol@flysunvalleyalliance.com, 208-720-3965