

NEWS



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Wildcat Mountain Hosts Premiere of Meathead Films Latest Ski Film Project *Head For The Hills* Reaffirm Your Love of Skiing the East This Columbus Day Weekend, Saturday October 11th

Pinkham Notch, NH – Filmed exclusively in the Eastern U.S. and Canada while following the finest regional freeskiing athletes to spectacular terrain, Meathead Films *Head For The Hills* features many familiar New England resorts, cat skiing in the Chic Choc Mountains, and more. Fresh backcountry footage is coupled with innovative park and urban skiing, which includes the 3rd annual Heat Harvest Superpark at Sunday River. What the East lacks in vertical drop, Meathead Films makes up for in finding tight tree skiing, deep powder, unique jump sites, creative urban terrain, and of course, die hard locals.

Boasting one of the largest movie tours in the industry, *Head For The Hills* will premiere at Wildcat Mountain on the Saturday evening of Columbus Day weekend, October 11th. In addition to the film scheduled to begin at 7pm that evening, Wildcat Mountain is offering everyone a one-time/one-night-only opportunity to purchase their Black Cat midweek, non-holiday pass at the early price of \$249 before the film. Currently priced at \$299, the Black Cat and all other available season passes will increase from the mid-price level to regular rates on the deadline of October 15th.

Filmed in High Definition, 16mm, and Super 8mm film formats, *Head For The Hills* is truly a unique mix of visual mediums. Last year's offering from Meathead Films, *Wanderland*, was nominated for two Powder Magazine Video Awards, and *Head For The Hills* is sure to stir up similar excitement in the industry and get you excited for the winter season. To be shown on a 100" big screen provided by Cinemaesque Home Theatre Company located in North Conway, The Meathead Films crew and Tuckerman Brewing Company will be hanging out before the film in the newly renovated Wildcat Pub (open for the premiere) with plenty of great gear and goods to give-away. The Wildcat Express scenic gondola and ZipRider™ will be operating, weather permitting, as normally scheduled and the Jack Frost Ski Shop will be set-up in the base lodge for the long weekend offering last-minute "tent sale" discounts, up to 50% off, on your needed gear for the upcoming season. Wildcat staff will be available prior to the scheduled 7pm film screening for the \$249 one-time/one-night-only Black Cat midweek, non-holiday season pass offer or other pass purchase needs.

There will be no admission charged to attend, but a cash donation is asked to help the Brian Lessard fund. More info on Brian's remarkable and continuing recovery can be found at brianlessard.com. The *Head For The Hills* DVD will be available for purchase that evening and will also be distributed in the U.S., Canada, Japan, and the U.K. by both Ally Video and Eastern Mountain Sports. A complete list of all tour stop locations, dates, and the movie trailer can be viewed on MeatheadFilms.com, as well as the entirely new SkiTheEast.net community website.

Wildcat Mountain is a year-round recreational destination located 100% within the White Mountain National Forest. The ZipRider™, scenic gondola, and the new 9-hole alpine disc golf course remain currently open until October 19th. All information can be found at www.skiwildcat.com or by calling 1-888-SKI-WILD.

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