



MICHIGAN SNOWSPORTS INDUSTRIES ASSOCIATION

7164 Deer Lake Court, Clarkston MI 48346 • Phone (248) 620-4448
goskimichigan.org • Email info@goskimichigan.com



Dear Educator:

The Michigan Snowsports Industries Association (MSIA), is proud to present three experiential learning programs that help kids get outside this winter with educational, hands-on experiences on Michigan's ski slopes and trails. MSIA's "Cold is Cool" program is dedicated to improving the health of Michigan's children by offering low cost and FREE (for fourth and fifth graders) skiing and snowboarding activities. The Governor's Council on Physical Fitness, Health and Sports has endorsed these programs.

MSIA has **three ways** for kids to discover that "Cold is Cool!"

1. **4th and 5th graders ski free!!** Parents of 4th and 5th-grade students can obtain a Cold is Cool Ski & Ride Passport App, which gives them two or three complimentary lift tickets or trail passes at **each of the 29 participating ski areas**. MSIA charges \$30 (\$25 for administrating the Passport and \$5 to MIsnow, a nonprofit that helps get at-risk kids outside in the winter). All lift tickets and trail passes are donated by the ski areas. Details are on the enclosed postcard. Please use the form below to order enough for your 4th and 5th graders, or simply email a request and include your mailing address to info@goskimichigan.com. We can also email you a digital version of the postcard if you prefer to email it to your families.
2. A **School Ski Days field trip** to a local ski area, including a tour of the ski facility, an explanation of safe skiing techniques and the Skier's Responsibility Code, the use of rental equipment (if needed), a ski or snowboard lesson and free time on the slopes. We can even provide information on the science of making snow! Participating ski areas and program details are listed on the back of this letter. If your school wants to investigate grants for field trips or snow sports equipment, check goskimichigan.com/resources for links to organizations that may be able to help.
3. **Discover Michigan Skiing & Snowboarding** is a learn-to-ski and/or snowboard program offered in January. Everyone, including adults, can learn to ski on their own at a very reasonable rate of \$45 at ski areas across the state. Details are available at goskimichigan.org.

Our state is a winter wonderland for three months each year. We look forward to providing some fun and experiential learning opportunities for you and your students. Details on all these programs are available at goskimichigan.org. If you have questions, don't hesitate to email us at info@goskimichigan.com or call (248) 620-4448.

Cold is Cool!

Mickey MacWilliams, Executive Director

Cold is Cool Order Form

Name _____ Email _____ Position _____ School _____

Address _____ City _____ State _____ Zip _____

Number of **additional** postcards (like the one enclosed) requested _____.

To request via Mail, send to: MSIA Cold is Cool, 7164 Deer Lake Court, Clarkston, MI 48346
You may also request information by phone (248) 620-4448 or email to info@goskimichigan.com.

MSIA School Ski Days Field Trip Program

Michigan Snowsports Industries Association invites all schools to take a field trip to their nearby ski area for a special experiential learning program and lots of fun outside this winter. A field trip is best suited for kids seven years of age and older.

The School Ski Days field trip program includes:

- A tour of the ski facility.
- An explanation, prior to skiing, of the Skier's Responsibility Code and safe skiing techniques.
- The use of rental equipment.
- A ski or snowboard lesson. Children will be divided by ability.
- Information on the science of making snow.
- Free time on the slopes to practice skiing and have fun!

Cost: The participating ski areas have agreed to provide the School Ski Days program as inexpensively as possible. The objective is to introduce children to skiing and snowboarding and to get them outside, enjoying Michigan's winter in a fun, safe environment. The cost varies from ski area to ski area but will not exceed \$45 per child. Some ski areas charge less. Transportation is not included. If you have children with special needs, please discuss this with the ski area, as we will do our best to accommodate all children. Grants for field trips may be available. We've collected some resources at: goskimichigan.com/resources

Enrolling: Please call the representative at the ski area you wish to visit to plan your School Ski Days field trip.

Participating Ski Areas 2022/23 Winter

1. Alpine Valley
6775 Highland Rd.
White Lake, MI 48383
Mari Atreo
(248) 887-7111

2. Bittersweet Ski Area
600 River Rd.
Otsego, MI 49078
Jayne Peat
(269) 694-2820 ext. 71

3. Boyne Mountain
1 Boyne Mountain Road
Boyne Falls, MI 49713
Brian Main
(268) 832-7325

4. Caberfae Peaks Ski Resort
1 Caberfae Lane
Cadillac, MI 49601
Missy Smitinwick
(231) 862-3000 ext. 164

5. Cannonsburg Ski Area
6800 Cannonsburg Rd.
Cannonsburg, MI 49317
Wendy Anderson
(616) 874-6711

6. Cross Country Ski Headquarters
(cross-country skiing only)
9435 North Cut Rd.
Roscommon, MI 48653
Mariah Frye
(989) 821-8861

7. Crystal Mountain
12500 Crystal Mtn. Dr.
Thompsonville, MI 49683
Kyle Peterson
(231) 378-2000 ext. 2003

8. Forbush Corner
4971 W. Co Rd 612
Frederic, MI 49733
Ann Wagar
(989) 614-1955

9. Marquette Mt. Resort
4501 M-553
Marquette, MI
Kari Johnson
(906) 767-0261

10. Mont Ripley
49051 N. Ski Hill Lane
Hancock, MI 49930
(906) 487-2340
Kristin Delpierre

11. Mt. Brighton Ski Area
4141 Bauer Rd.
Brighton, MI 48116
Bill Snyder
(810) 220-9581 ext. 312

12. Mt. Holiday
3100 Holiday Rd.
Traverse City, MI 49696
(231) 938-2500
Emily Skydowske

13. Mt. Holly
13536 Dixie Hwy.
Holly, MI 48442
Kurt Payne
(248) 634-3249

14. Pine Knob Ski Resort
7778 Sashabaw Rd.
Clarkston, MI 48348
Mary Dawson
(248) 625-0800 ext. 3

15. Pine Mountain
N-3332 Pine Mtn. Rd.
Iron Mountain, MI 49801
Brock
brock@pinemountainresort.com

16. Porcupine Mountain
33303 Headquarters Rd.
Ontonagon, MI 49953
Michael Knack
(906) 885-5274

17. Shanty Creek
5870 Shanty Creek Road
Belleville, MI 49815
Steve Kershner
(231) 533-3000 ext. 7158

18. Ski Brule
397 Brule Mtn. Rd.
Iron River, MI 49935
Chris Kennedy
(906) 265-6111

19. Snow Snake Mountain
3407 E Mannsiding Rd.
Harrison, MI 48625
John Cleary
(989) 539-6583

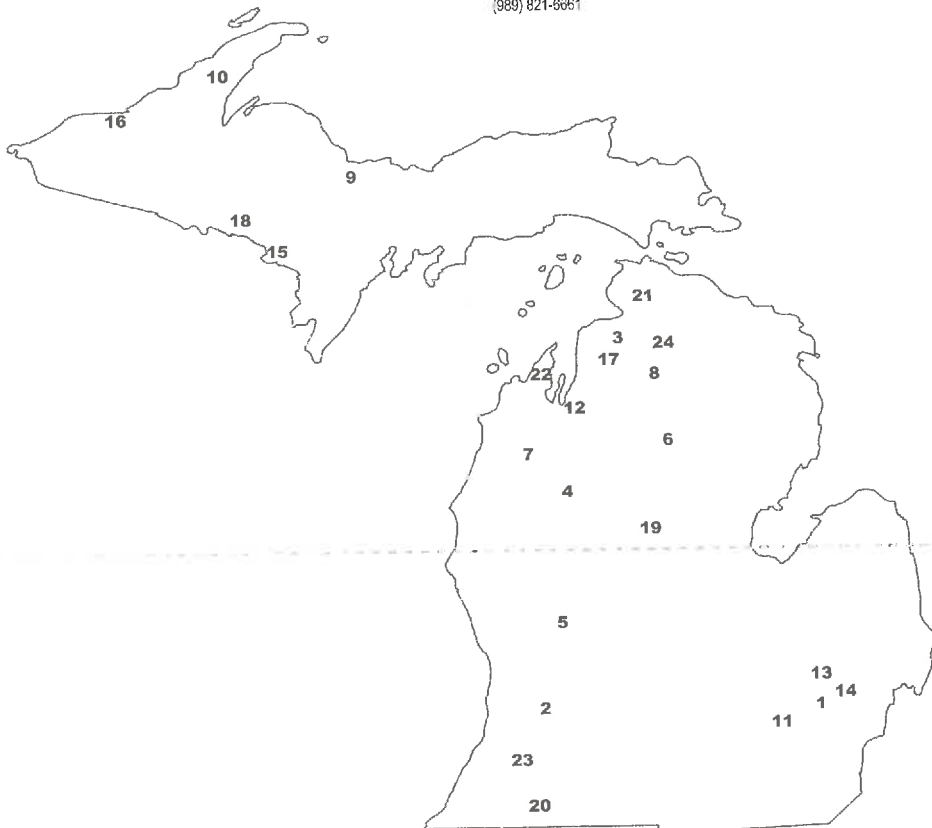
20. Swiss Valley Ski Area
13421 Mann St.
Jones, MI 49061
Sarah Lambert
(269) 244-5635

21. The Highlands at Harbor Springs
600 Highlands
Harbor Springs, MI 49740
Richard Wren
(231) 526-3499

22. The Homestead (Bay Mtn.)
1 Woodridge Rd.
Glen Arbor, MI 49636
Tom Bartholmew
(231) 835-1004

23. Timber Ridge
7500 23 1/2 Street
Gables, MI 49055
Deb Stone
(269) 694-9449 Ext. 5

24. Treetops
3962 Wilkinson Road
Gaylord, MI 49735
Alex Hughes
(989) 731-8815



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