

Cold is Cool!

Ski & Ride Passport

4TH + 5TH

GRADERS SKI FREE!

With the Cold is Cool
Ski & Ride Passport App!

Plus, everyone (including parents!)
can learn to ski in January...
Discover Michigan Skiing month!

goskimichigan.org

Cold is Cool!

get out, have fun, get healthy!

All children in 4th and 5th grades ski/snowboard **FREE** at participating ski areas in Michigan with the Cold is Cool Passport App. (when accompanied by a paying adult)... and you don't have to live in MI to ski here! 29 participating ski areas!

Visit - coldiscool.org - to apply online. You will need:

- Image of report card or other document showing grade verification
- Digital photo of your child
- A credit card for \$30 (\$25 covers operating expenses and \$5 goes to MIsnow, a new charitable organization that helps get underprivileged kids out on our slopes & trails in the winter. All lift tickets, trail passes and other offers are donated by ski areas and ski retailers.)

Once the application is processed we will email instructions to download the app and register your child. Each Passport includes:

- 2 or 3 lift visas to **EACH** of the 29 participating ski areas (over 60 lift tickets & 20+ cross-country trail passes!)
- Coupon for \$20 off the purchase of \$100 or more at participating ski shops*
- Coupon for 20% off a helmet purchase at participating ski shops*
- Additional offers and discounts across Michigan!

You can also get immediate access to your child's passport app at a participating ski shop. Visit coldiscool.org for locations and instructions.

* Coupon valid for full-price purchases.

Want to learn to ski and/or snowboard?
The whole family is invited to

Discover Michigan Skiing

Learn to downhill ski, cross-country ski or
snowboard for just \$45.

January is Discover Michigan Skiing month, where ski areas all across the state offer a package that includes:

- Group lesson from a professional ski or snowboard instructor
- Beginner-area lift ticket or trail pass
- Rental equipment

Program is for everyone 7 years and older for downhill skiing and cross-country skiing; 10 years and older for snowboarding...parents included!

Learn more about all programs at goskimichigan.org.