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GUESTS INVITED TO CELEBRATE GROUNDHOG DAY (AND THEN RELIVE IT) AT BIG SNOW AMERICAN DREAM

Big SNOW Says, "I Got You, Babe," Giving All Patrons A Free Ski Lift Pass on February 2

EAST RUTHERFORD, NJ (January 25, 2021) –[Big SNOW American Dream](#), North America's first indoor, real-snow ski and snowboard center providing guests with year-round winter indoors, today announced an exciting offer to guests ahead of Groundhog's Day on February 2. In a nod to a uniquely North American holiday and an iconic movie, Big SNOW will gift guests in attendance on the holiday a free ski lift pass to use at a later date to enjoy the thrills of the slopes again and have the opportunity to relive Groundhog's Day for a second time!

This offer will be available to all guests at Big SNOW American Dream who are ticketed between the 1:00 – 5:00pm timeslots on February 2* and will include a free ski lift voucher that can be redeemed for another trip to the center. Despite the unreliable weather forecasting of Punxsutawney Phil, Big SNOW is an indoor, climate-controlled center, perfect for year-round snow-curious guests no matter the weather outside!

"Whether or not Punxsutawney Phil sees his shadow, guests can always count on a bright winter day at Big SNOW," said Hugh Reynolds, vice president of marketing and sales, SNOW Operating. "Coming off of one of the most stressful years, we are excited to offer our guests the chance to celebrate the holiday twice with two safe and fun visits to Big SNOW."

To keep Big SNOW safe for everyone, Big SNOW has introduced an increased focus on cleaning and sanitization in accordance with CDC and state health and safety guidelines. Face coverings are required at all times and capacity within the park is limited to only 25% of normal operations. All high-touchpoint areas including counters, handrails, restrooms, seating areas and rental equipment will be cleaned and sanitized regularly, though Big SNOW asks that guests make every effort to limit the amount of surfaces touched during their visit and make use of hand sanitizer stations throughout the facility. For the safety of all guests, groups on chair lifts will be limited to only those who have arrived together. Additionally, Big SNOW asks that guests who are feeling sick, or have family members who have been sick, to please stay home.

Big SNOW American Dream, operated by New Jersey-based SNOW Operating, is the first facility of its kind within the United States and Canada, offering aspiring and existing skiers and snowboarders as well as snow-curious guests varied on-snow experiences within a 180,000 square foot, 16 story, climate-controlled ski slope. It boasts 4 acres of snow-covered slopes, a 160-foot vertical drop, a graduated degree of pitch ranging from 0% at the base to 26% at its steepest point and 1,000 feet of length for skiers of all ages and skill levels to take advantage of all serviced by 4 surface and aerial lifts.

For more information, guests can visit [BigSNOWAmericanDream.com](#), or keep up with Big SNOW on [Facebook](#) and [Instagram](#) @bigsnowad.

**Offer not valid with 3 Visit and 6 Pack Card packages.*

**Voucher cannot be used on a holiday.*

**Cannot be combined with any other offer.*

**Big SNOW reserves the right to cancel or change the promotion at any time.*

About Big SNOW American Dream

Big SNOW American Dream is North America's first real-snow, year-round, indoor ski and snowboard resort, and the perfect place to learn to ski where every day is a snow day. Located adjacent to the New Jersey Meadowlands Sports Complex within the American Dream retail and entertainment center, Big SNOW provides ideal snow conditions year-round within climate-controlled slopes. A 180,000 square-foot snow center offering varied experiences for all skill levels and ages, Big SNOW is equipped to assist guest with a variety of on-snow experiences from professional and student training, family ski vacation preparation, corporate team building, private lessons, children's instructional programs and more. In addition to its slopes, Big SNOW will also offer guests a world-class ski and snowboard retail experience featuring the latest in ski and snowboard hardgoods and apparel through the Shop at Big SNOW. Big SNOW is operated by New Jersey-based SNOW Operating, who also own and operate Mountain Creek Resort in Vernon, NJ. For more information, visit www.bigsnowamericandream.com

About American Dream

American Dream, developed by Triple Five Group, will provide customers with an entirely unique experience. The property offers a curated mix of unparalleled entertainment, retail and dining options - all in one location. The dream begins on October 25, 2019. For more information visit www.americandream.com or follow us on Instagram @[american_dream](https://www.instagram.com/american_dream).

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