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BIG SNOW AMERICA DREAM TO GIVE BACK TO LOCAL VETERANS ON NOVEMBER 11TH

Indoor Real-Snow Center to Pay Tribute to America's Men and Women in Uniform with Skip the Line Ski Lift Service and a Free Future Visit; a Portion of the Proceeds from Patriotic Hot Chocolate Sales to be Donated to Local Veterans Organization

EAST RUTHERFORD, NJ (November 10, 2020) - [Big SNOW American Dream](#), North America's first indoor, real-snow ski and snowboard center providing guests with year-round winter indoors, is honored today to announce that it will be thanking our country's veterans for their incredible service and sacrifice this Veterans Day. On Wednesday, November 11, any veteran who visits the center will be treated to priority service by skipping the line at the ski lift to the top of the slope. Additionally, all veterans who visit Big SNOW that day will also receive a voucher for 100 percent off their next visit as a double thank you for their service.*

For Big SNOW patrons who would like to help thank Veterans in their own way, Big SNOW's Joe C's Gourmet Cocoa Stand will be offering a delicious way to give back by offering a new **Patriotic Hot Chocolate**. The Patriotic Hot Chocolate will only be available on Veterans Day for one day only, with a portion of the proceeds from each sale from a being donated directly to local veterans' organization.

"We owe the men and women of the armed forces a debt of gratitude for their sacrifice and service to defend our country. We are so excited to give them a pass to the front of line and a future discount on their next visit as a thank you from us at Big SNOW," said Hugh Reynolds, vice president of marketing and sales, SNOW Operating. "It's also important to encourage our broader community to help our veterans, with the donation of proceeds from the patriotic hot chocolate, we can help make a difference with veterans who may be unable to come out to the facility."

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.

**Guests must present valid military ID in-person at guest services to redeem.*

**Cannot be combined with any other offer.*

**Offer valid for one (1) one-hundred (100) percent off voucher, to be redeemed between November 11, 2020 and November 1, 2021*

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

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.

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, is an unrivaled destination for fantasy, fashion, food, family and fun. For more information visit www.americandream.com or follow on Instagram [@americandream](#).

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