



FOR IMMEDIATE RELEASE

Contact: [Michelle Pantina](#)
[Jennifer Petrella](#)
BML Public Relations
(973) 337-6395

*****MEDIA ALERT*****

BIG SNOW AMERICAN DREAM TO HOST FOOD DRIVE ON GIVING TUESDAY BENEFITTING COMMUNITY FOODBANK OF NJ

Indoor Real-Snow Center to Offer 50% Off Future Visit to All Who Arrive with Canned Goods on December 1

WHAT: [Big SNOW American Dream](#), North America's first real-snow, year-round, indoor ski and snowboard center, will be hosting a food drive on Giving Tuesday benefitting the [Community FoodBank of New Jersey](#) (CFBNJ), New Jersey's largest anti-hunger and anti-poverty organization.

All guests who bring a nonperishable canned item to Big SNOW on Tuesday, December 1 will receive a 50% off coupon for their next visit to Big SNOW. All nonexpired canned goods will be accepted and can be presented upon check-in in exchange for the 50% off coupon, which can be redeemed on a future visit to Big SNOW through December 1, 2021.

WHEN: Tuesday, December 1, 2020
The Shop at Big SNOW: 11:00 AM – 9:00 PM
The Slope at Big SNOW: 1:00PM – 9:00PM

WHERE: Big SNOW American Dream
1 American Dream Way
East Rutherford, NJ 07073

WHY: According to a [Monmouth University poll](#), roughly 1 in 3 Americans has felt economic pain due to loss of income as a result of COVID-19, and low-income households have been hit hardest. The staggering economic impact of the pandemic has caused a dramatic increase in the need for food. A global generosity movement, Giving Tuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, it has grown into a movement that inspires hundreds of millions of people to give, collaborate and celebrate generosity. Big SNOW American Dream is excited to give back to its neighbors in need throughout the Garden State with this donation and looks forward to continuing to find opportunities to give back to the community.

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](#).

#