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BIG SNOW AMERICAN DREAM TO HOST COAT DRIVE TO BENEFIT *GBCA Head Start of Jersey City*

Donors to Receive Voucher for FREE Return Visit to Indoor Real-Snow Center

EAST RUTHERFORD, NJ (December 18, 2020) – [Big SNOW American Dream](#), North America’s first indoor, real-snow ski and snowboard center providing guests with year-round winter indoors, today announced it will host a coat drive benefitting GBCA Head Start of Jersey City, part of the Greater Bergen Community Action from **Friday, December 18 to Friday, January 1**. Additionally, those who donate will receive a voucher for a free Slope Access Ticket on another date of their choosing as a thank you.*

Due to federal regulations this year, Big SNOW will only be accepting new, unused coats with tags during the coat drive, which will be donated to GBCA Head Start of Jersey City to provide free, warm coats to those in need this holiday season. Greater Bergen Community Action is a progressive not-for-profit organization working throughout New Jersey to build more sustainable families, community institutions, and neighborhoods. It does this through strategic investments in community and household finance, education, healthcare, housing, workforce development, energy, and neighborhood revitalization. Big SNOW volunteers will be on-site collecting coats at the center’s entrance, where donors can drop their new coats in a bin in exchange for a promotional code for a return visit.

“A winter coat can be considered an extra expense for those struggling with poverty” said Trish McLeod, marketing manager, Big SNOW. “As winter days get colder and more people find themselves in need this year, we at Big SNOW want to encourage those who can, to give back. We feel it is vital to provide warm winter coats this holiday season, especially during unprecedented times like these. We appreciate the ongoing efforts of our volunteers and donors and hope to provide these coats in a time when they’re truly needed.”

To keep Big SNOW safe for volunteers and donors, Big SNOW has also 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 donate a new, unused coat to receive a voucher, which must be redeemed at customer service.*

**Cannot be combined with any other offer.*

**Offer valid for one (1) free slope access ticket, to be redeemed between Friday, December 18, 2020 and Saturday, December 18, 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 on where to donate coats or to learn how you can help, 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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