



CHECK OUT
STEALS &
DEALS
LODGING
PACKAGES
ON PAGE
THREE

THE OFFICIAL NEWSLETTER OF SUGARLOAF/USA

SIX FEET OF SNOW IN JANUARY... SNOWIEST MONTHS STILL AHEAD!

Sugarloaf/USA had more than six feet of snow this January, and our snowiest months are on the way. All Sugarloafers know the best month of the year is March. That's because we receive more snow in March than any other month of the year! It's always better where it's deeper, so it's prime time to take advantage of our Boundary-to-Boundary glade skiing and riding. The Front Face Snowfields should be wide open, serviced by "TQ," our new Timberline Quad to the Summit! In March, you just can't go wrong at Sugarloaf/USA. The snow is so good, we guarantee it!

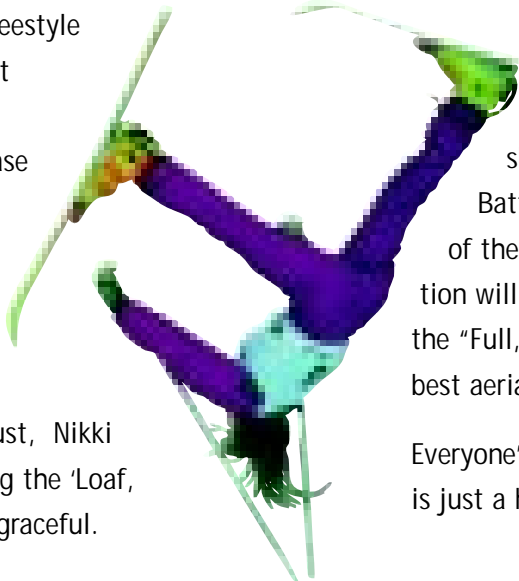
Traditionally, March is the snowiest month at Sugarloaf/USA. April is second, with February trailing close behind. What could be better than a ski or snowboard vacation during the two snowiest months of the year? Vacation packages include lift tickets, on-mountain

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Chevy Truck U.S. Freestyle Championships To Return

March 23-29 marks the return of the Chevy Truck U.S. Freestyle Championships to the slopes of Sugarloaf/USA. The best freestyle skiers in the country will again be ripping the bumps of Skidder, launching off the Aerial Site at the base of the Sugarloaf/USA SuperQuad™ and gracefully performing acro-ski on Competition Hill. Only one month after the Olympic Winter Games in Nagano, Japan, team members are sure to be full of Olympic glory and hungry for national titles. With Donna Weinbrecht, Ian Edmondson, Liz McIntyre, Hannah Hardaway, Eric Bergoust, Nikki Stone, Joe Pack, Ann Battelle and Jonny Moseley visiting the 'Loaf, the air will be big, the bumps bashin', and the acro-ski graceful.



Lower Competition Hill will serve as the grounds for acro-ski. Routines choreographed to music and full of flips, axles and spins. It's like figure skating on skis! In the bumps you'll see Donna Weinbrecht and Ann Battelle battle for the ladies title on the steps of Skidder, one of the most famous bump trails in the East. High-flying competition will again take place at the aerials site. Look for tricks such as the "Full, Full, Full" – triple twisting triple flip – performed by the best aerial skiers in the world.

Everyone's excited about the return of the Freestyle Nationals. "This is just a huge event," says Joan McWilliams Dolan, head freestyle

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surf: www.sugarloaf.com

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The Grand Summit Resort Hotel



Discover the vacation home you've always dreamed of but never thought existed, at the Grand Summit Resort Hotel at Sugarloaf/USA! Located in the heart of the Sugarloaf/USA village, the Grand Summit offers condominiums and a unique quarter-ownership option.

With additional units, health club facilities and an outdoor heated swimming pool* planned for Spring 1998, the Grand Summit will provide you and your family with a lifetime of priceless memories.

And that's not all!
Your second home at



the Grand Summit Resort Hotel also gives you access to the American Skiing Company network of Grand Summit Resort Hotels located at the finest mountain resorts in New England—Killington and Mount Snow in Vermont, Attitash Bear Peak in New Hampshire, and Sunday River in Maine.

For more information, drop by the sales office, located in the Grand Summit Resort Hotel, while you're visiting Sugarloaf/USA, or call toll free at 888-649-9903.

*Additional amenities and specifications are planned. Pending permitting and approvals.

Bring A Friend For Big Savings!

Boy, do we have the perfect way for you to have fun and save money at Sugarloaf/USA!

Do you have a friend who wants to learn to ski or ride? Bring them to the Perfect Turn® desk, in the Sugarloaf/USA Base Lodge, sign them up for a Guaranteed Learn-to-Ski™ or Ride clinic, and you'll snowride FREE that day. Yup... FREE skiing or riding!

When your friends 13 years or older sign up for a Guaranteed Learn-to-Ski or Ride clinic, they'll receive everything they need: the latest equipment, access to learning area lifts, and all the coaching necessary to ski or ride independently, guaranteed! Please remember if you're under 18, you must be accompanied by a parent or guardian.

For more information, contact Perfect Turn® at Sugarloaf/USA— (207) 237-6924.

New Whiffletree And Timberline Quads Change The Way You Experience Snowriding At The Loaf

This year, Sugarloaf/USA experienced its largest on-mountain expansion ever. New trails, new tower snowguns for increased snowmaking capacity, and NEW LIFTS!! Remember the Whiffletree Area? The snow was sweet, but the lift ride was long! Not any more....

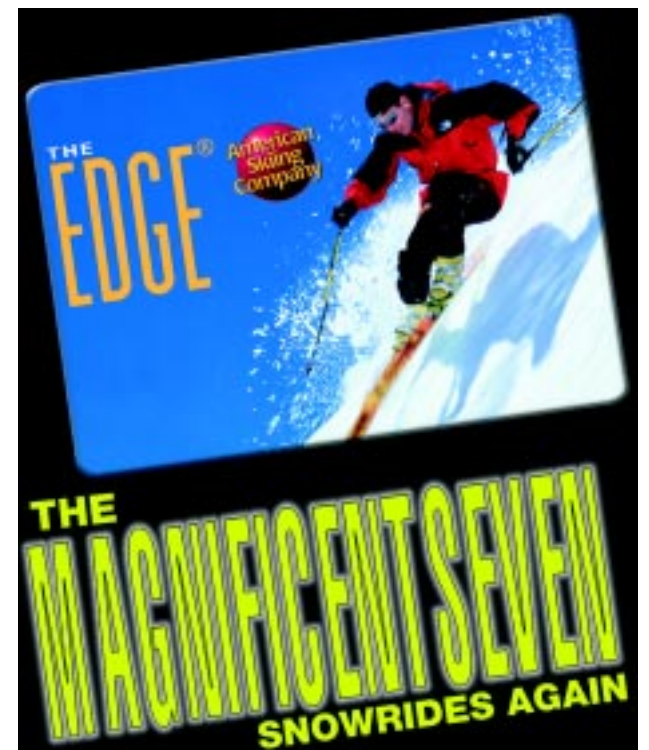
Introducing the new super-fast, super-efficient, Whiffletree SuperQuad, the second high-speed detachable quad at Sugarloaf/USA! The ride to the top of the Whiffletree area, offering beginner and intermediate terrain, is now only 4 1/2 minutes! While you're there, check out "The Quarantine Zone," a smaller version of the award-winning Stomping Grounds alpine park, located on the top half of Cruiser.

Crave the steeps? Want a long cruising trail? Check out "TQ," our new Timberline Quad to the summit and the famous Sugarloaf/USA Snowfields! TQ is cut low into the trees on the



west ridge of the mountain, making it less vulnerable to the wind. The views are truly spectacular, and the new Timberline trail offers 3 1/2 miles of top-to-bottom intermediate cruising. The Timberline Area also offers new trails Tin Pants, Buckskin and Bridle Chain for our intermediate skiers.

Want to stick to your old favorites? TQ makes Binder more accessible than ever before!



Lift Tickets Only \$39.95 A Day!

Seven magnificent days, guaranteed! Never wait in ticket lines again! This year, the American Skiing Company and Sugarloaf/USA are again offering the Edge Magnificent 7 lift ticket deal. The Magnificent 7 is seven days of snowriding at any American Skiing Company resort for just \$299 (includes one-time \$20 direct-to-lift charge). That figures out to \$39.95 per day!

This year, we've added a new feature to the Edge – direct-to-lift access. Just head right to the lift and your Edge card will be scanned, automatically deducting one day of skiing or riding from your Magnificent 7 account.

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Join the Shaped Ski Revolution... Free!

A new revolution is upon us and showing up on slopes all over the world. Yes, the side cut revolution has come to Sugarloaf/USA, and it's here to stay! Have you tried shaped skis yet? What are you waiting for? Stop by the new Perfect Turn® Pro Shop located under the Sugarloaf/USA Ski Shop to see what you've been missing. Take advantage of Free Test Flights on shaped skis by Rossignol, Volkl, Elan, Dynastar, Salomon and others. Go for the super sidecuts or for a little cut, but get ready for an unparalleled experience.

A Perfect Turn® Professional will be there to guide you, and give you tips to get the most from the new ski technology.

In only the second year of this super side-cut revolution, more and more people are ripping it up like they never thought possible! Experts are fine-tuning the carving sensation, intermediates are arcing, and beginners are improving faster than ever before. So say goodbye to the skid and hello to the carve!

Cathy Witherspoon, Perfect Turn® Director at Sugarloaf/USA, commented "The sensations are incredible!" Need we say more? All American Skiing Company resorts invite you to take a test flight this winter, ON US!

Reserve your FREE Guided Demo, by calling the Perfect Turn® Pro Shop at (207) 237-6998.



Every day is women's day at Sugarloaf/USA!

That's the mission of our new women's programs, which are geared for all levels of female snowriders. This new program also offers a bounty of off-slope activities, to enhance your vacation.

All-day or all-season, learning clinics are now available, both on the slopes and in special focus sessions. Weekly "happenings" run the range of exercise and leisure gatherings – teas, yoga, snowshoeing – and even clinics on rock climbing on our on-mountain climbing wall. Hands-On Special-Teas are offered during the season, and will include activities such as basket making, glass staining, oil painting, stamping, calligraphy and more.

Women's Turn is the premier way to learn and fine-tune your snowriding skills with other women. For those who wish to complement

their snowriding agenda, it's a structured opportunity to benefit from other resort services such as the Sugarloaf/USA Sports and Fitness Club or the Sugarloaf/USA Outdoor Center. And, for those who are here simply to relax, it's a resource for interesting arts, crafts and lecture activities.

Every Wednesday, a Level 4 Alpine Ski Group (Advanced/Intermediate/Expert) meets at 12:50pm. On Fridays at 1:00pm a cross-country ski tour is held at the Sugarloaf/USA Outdoor Center. On Saturdays, Guaranteed Learn-to-Ski or Ride Clinics are held at 10:00am for \$42 and \$50 respectively.

For more information call (207) 237-6924. Women's Turn programs are directed by women snowriding pros, and weekly happenings and Special Teas are conducted by women.

February Break Week February 16-20, 1998

What better way to spend February Vacation than at Sugarloaf/USA! Vacation packages have something for the whole family. Your package will include lift tickets, on-mountain lodging, Sugarloaf/USA Sports and Fitness Club privileges, shaped ski guided demos, and daily adult Perfect Turn® clinic.

Classic Ski Weeks Now Through Closing

Enjoy a whole week of snowriding at the #1 resort in the East. Experience five days and five nights at Sugarloaf/USA for \$279.95 ppo (except Feb. 15-20 and March 15-19, 1998). These week-long vacations include on-mountain lodging, daily lift tickets, Sugarloaf/USA Sports and Fitness Club privileges, shaped ski guided demos, and daily adult Perfect Turn® clinics.

Steals And Deals

Lodging Packages
At Sugarloaf/USA

Family Fling Week March 23-27, 1998

Parents – Bring your kids to Sugarloaf/USA for BIG savings and family entertainment! When you book a stay of three nights or more, kids 12-and-under will enjoy Perfect Kids learning programs, ski rentals, and lift tickets for 50% off! For the little ones (6 wks to 6 yrs) daycare will also be half price. There will also be nightly children's activities, fireworks, family entertainment, and skiing with two famous 'loafers, Amos the Moose and Blueberry the Bigelow Bear!

Midweek Specials Through April 17, 1998

Staying midweek nights (Sunday – Thursday) and SAVE! Packages start at \$55.95 ppo and include on-mountain lodging, daily adult Perfect Turn® clinics, lift tickets, shaped ski guided demos, and use of the Sugarloaf/USA Sports and Fitness Club. Excludes Feb. 15-20, March 15-20.

Value Weekends March 27-Through Closing

Looking for a weekend escape? Come enjoy Sugarloaf/USA, the #1 resort in the East. On-mountain lodging, sports and fitness club privileges, Perfect Turn® clinics, daily lift tickets, and shaped ski guided demos are all included in these awesome packages, just \$75.95 ppo. So what are you waiting for? Grab your skis or board and get up here! Excludes April 17-18.

Budweiser Reggae Week April 17-19, 1998

This is the season's biggest and HOTTEST party! This one always fills fast, so call 1-800-THE-LOAF today to reserve your spot at the party. Stay on mountain and enjoy Sugarloaf/USA Sports and Fitness Club privileges, Perfect Turn® clinics, daily lift tickets, and shaped ski guided demos. Don't forget the concerts and parties all week and weekend long! Prices start at just \$55.95 ppo midweek and \$95.95 ppo weekend. This year's Reggae Weekend also includes the SkyHigh Rastafari Big Air contest. Don't miss the fun!

Spring Spectacular! April 20 - June 1, 1998

Spring is the best time at Sugarloaf/USA! After all, April is our second snowiest month of the year! Lift and lodging packages are only \$55.95 any day of the week! All packages include Perfect Turn® adult ski clinics, daily lift tickets, sports and fitness club privileges, and shaped ski guided demos. Call 1-800-THE-LOAF or e-mail lodging@sugarloaf.com to reserve your vacation.



February 14

Budweiser presents Little Feat Concert

Big time concert in a little venue. Tickets are only \$18.50 if purchased in advance. Call (207)237-6939 NOW!!!

February 14 - 15

Ben Weisben Memorial Snowboard

Competition sponsored by G-Shock. The best riders in the East.

February 16 - 20

February Break Week

Vacation at its finest. Call 1-800-THE-LOAF to make your reservation.

February 17

The Wright Brothers Family Show

Magnificent mime action.

February 19

Family Festival Night

Carnival fun for the whole family.

February 23 - 27

Men's NorAm GS and SG races

As Triple A is to baseball, NorAm Racing is to skiing. Watch the best in North America at Sugarloaf/USA.

February 28 - March 1

Budweiser Aerial Assault

High flying aerial skiing with an attitude. Music, fireworks and fun. Let these guys and gals amaze you.

March 5-8

Eastern Freestyle Championships

The best freestylers in the East trying to qualify for the U.S. Freestyle Championships.

March 13-15

SISE Cup Finals

The biggest Masters event in New England.

March 23 - 29

Chevy Truck U.S. Freestyle Championships

The best in the U.S. compete for national honors in Moguls, Aerials and Acro-ski.

March 24

Johnny the K Family Entertainment.

March 28

The National Marionette Theater presents Peter and the Wolf.

April 11

Brewer's Celebration

Yup, another one. Come sample the best beer in Maine and some great live entertainment as the Budweiser Concert Series continues.

April 17 - 20

Reggae Weekend presented by Budweiser.

The original and the best Reggae party in N.E.

April 17-19

SkyHigh Rastafari Snowboard Contest, sponsored by G-Shock.

Big Air Contest, GS and Halfpipe. New England's best get to go big one last time before summer.

April 25 - 26

Spring Fling Weekend. The Budweiser Outdoor Concert Series continues.

May 3

Budweiser Outdoor Concert Series



Live in the outside.

(Freestyle continued from page 1)

coach at Carrabassett Valley Academy. "It will bring tremendous exposure to the sport." It seems the directors at US Skiing are just as excited about their return to Sugarloaf/USA. "This will be a tremendous spectator event because of the layout of the mountain and the course," says Allen Ashley, Vice President of Athletics for USSA.

You can watch the best skiers in the world, during Nationals week, and other activities will include fireworks, autograph sessions, lumberjack events, and great parties! Stay slopeside and be sure to catch all the action! Get on the phone now to 1-800-THE-LOAF and make your plans now!

(Six Feet continued from page 1)

lodging, daily Perfect Turn® adult group clinics, and use of the Sugarloaf/USA Sports and Fitness Club. March lift and lodging packages begin at just \$55.95 pppmo. Reserve your winter getaway today by calling 1-800-THE-LOAF, or e-mail us at lodging@sugarloaf.com. Do it quick before we get snowed in!

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Instead of waiting in ticket lines, you can be out enjoying our guaranteed signature snow!

It's already February, and you don't think you'll ski or ride enough to use up your seven days this season? Don't worry! Your Magnificent 7 days are good for one year from the purchase date, so your leftover days will carry over to next season. You can enjoy all of the American Skiing Company resorts with your Edge card. All direct-to-lift, all guaranteed snow.

Call 1-800-THE-LOAF to order your Edge card now or to add more days to your existing card.



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- Diamanti's Restaurant
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- Farmington Travel
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- Gold/Smith Gallery
- H.G. Winter's Mill
- Health Reach/Mt. Abram Regional
- Herbert Hotel
- Hug's Italian Cuisine

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- Sugarloaf Day Care
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- Stratton Lumber, Inc.
- Sugarloaf Auto Werke
- Sugarloaf Construction
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- Sugarloaf Mountain Corp.
- Sugarloaf Ski Club
- Sugarloaf Ski Shop
- Sugarloaf Sports & Fitness Club
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- TDS Telecom
- The Bag & Kettle Restaurant
- The Ritzo & Royall Gallery
- The White Wolf Inn
- Town of Carrabassett Valley
- Town of Kingfield
- Tranten's Too
- Sugarloaf Ski Touring Center
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- The Original Irregular
- The River Port Inn
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- Trail's End Steakhouse
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- Tufolio's
- United Methodist Economic Ministry
- Valley Gas Co.
- Western Maine Children's Museum
- Widow's Walk
- Turbo Electronics
- United States Cellular Corp.
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- Western Mountain Alliance
- Marguerite Robichaux
- Sports Plus



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