



4th & 5th GRADERS SKI FREE!

With the Cold is Cool
Ski & Ride Passport App!

— ONLY \$30! —

Plus, everyone (including parents)
can learn to ski in January...
Discover Michigan Skiing month!



ColdisCool.org



All 4th and 5th graders ski/snowboard **FREE** at 29 participating ski areas in Michigan with the Cold is Cool Passport App, when accompanied by a paying adult... and you don't have to live in MI to ski here!

Visit coldiscool.org to apply online. Once the application is processed (1 to 2 business days) we will email instructions to download the app and log in!

Passport includes:

- 2 or 3 lift tickets and/or trail passes at EACH of the 29 participating ski areas (over 60 lift tickets & 20+ cross-country trail passes!)
- Coupon for \$20 off the purchase of \$100 or more at participating ski shops*
- Coupon for 20% off a helmet purchase at participating ski shops*
- Additional offers and discounts across Michigan!

You will need:

- Image of report card or other document showing grade verification
- Digital photo of your child's face
- A credit card for \$30 payment (\$22 covers operating expenses and \$8 goes to MIsnow, an organization that helps kids, who may not otherwise have the opportunity, get out on our slopes & trails. All lift tickets, trail passes and other offers are donated by ski areas and ski retailers.)



SCAN ME

Visit coldiscool.org for details and to purchase!

* Coupon valid for full-price purchases.

**Want to learn to ski and/or snowboard?
The whole family is invited to**



January is Discover Michigan Skiing month, where everyone, including parents, can learn to downhill ski, cross-country ski and/or snowboard! This offer is for first-time skiers and snowboarders only.

Ski areas all across the state offer packages that include:

- Group lesson from a professional ski or snowboard instructor
- Beginner-area lift ticket or trail pass
- Rental equipment

Program is for everyone 7 years and older for downhill and cross-country lessons; 10 years and older for snowboard lessons. Participating ski areas offer the entire package for \$60, but that's not all! There are additional learning opportunities listed on the Discover Michigan Skiing page at goskimichigan.org!



SCAN ME

Learn more about all programs at goskimichigan.org