



FOR IMMEDIATE RELEASE

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ANNUAL SNOW GUESSING CONTEST BEGINS OCTOBER 23 Palm Springs Aerial Tramway Continues Annual Tradition

PALM SPRINGS, CA (October 23, 2020) While it may still feel like summer, October 23 marks the start of the **Palm Springs Aerial Tramway's Snow Guessing Contest**. This **annual event** runs until the first measurable inch of snow falls at the Tram's Mountain Station, elevation 8,516 feet.

According to Tramway General Manager **Nancy Nichols**, "Traditionally, our Snow Guessing Contest begins October 1, but—this year—we wanted to wait until the Tram reopened before starting it. Not only are we anxious for the first snow, we are anxious for folks to come up and experience it in person!"

The **first ten entries received with the correct date of snowfall will win four Tram admissions** plus a **special Tram gift memento**. In the event there are more than ten correct entries, the earliest postmarks will prevail.

To submit an entry, simply write down your best-guess date on a postcard and mail it to: **Snow Guessing Contest, 1 Tram Way, Palm Springs, CA 92262**. Participants may enter as many times as they would like, but only one date per postcard. For more information and contest rules, please visit www.pstramway.com/special-events.

It won't be long before snowflakes are falling just a few minutes from the desert floor. There's never been a year when *someone* didn't win the Palm Springs Aerial Tramway's Snow Guessing Contest.

About Palm Springs Aerial Tramway

The Palm Springs Aerial Tramway is the world's largest rotating tram car. Opened in 1963, the Tram's 80-passenger cars travel along the breathtaking cliffs of Chino Canyon from the Valley Station (elevation 2,643 ft.) to the Mountain Station (elevation 8,516 ft.) in approximately 10 minutes. Tickets are \$26.95 for adults, \$24.95 for seniors (65+) and \$16.95 for children (3-10). For more information, please call 888-515-TRAM or 760-325-1391, or visit www.pstramway.com.

NOTE TO EDITORS: For additional information, high-resolution Tramway images or HD B-roll, please contact Greg Purdy at (760) 969-4356, email gpurdy@pstramway.com or visit www.pstramway.com/media. Also, download the free mobile tour available in the App Store/Google Play.