



FOR IMMEDIATE RELEASE

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ANNUAL SNOW GUESSING CONTEST BEGINS OCTOBER 1
Palm Springs Aerial Tramway Continues Annual Tradition

PALM SPRINGS, CA (September 28, 2021) Fall has just arrived and, with it, the start of the **Palm Springs Aerial Tramway's Snow Guessing Contest**. This **annual event** runs from October 1 until the first measurable inch of snow falls at the Tramway's Mountain Station, elevation 8,516 feet.

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.

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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. For more information, please call 888-515-TRAM or 760-325-1391, or visit www.pstramway.com. Also, download the Tramway's free mobile tour in the App Store or Google Play

NOTE TO EDITORS: For additional information, high-resolution images or HD B-roll, please contact Greg Purdy at (760) 969-4356, email gpurdy@pstramway.com or visit www.pstramway.com/media.