



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 29, 2023) The San Jacinto Mountains will soon be covered in snow, which means it's time for the **Palm Springs Aerial Tramway's Annual Snow Guessing Contest** to begin! This 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 regular Tram admission tickets**, plus a **commemorative Tramway 60th Anniversary gift bag**. In the event there are more than ten correct entries, winners will be chosen by the earliest postmark date.

To submit an entry, write down your best-guess date on a postcard and mail it to: **Snow Guessing Contest, 1 Tram Way, Palm Springs, CA 92262**. Only one date per postcard will be accepted. For more information and rules, please visit <https://pstramway.com/snow-guessing-2023/>.

The top of the Tramway will soon be covered in snow, making a snow day a short 10-minute tramcar ride away from the desert floor. There's never been a year when someone *didn't* win the Palm Springs Aerial Tramway's Annual 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. 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 Madison Morgan at (760) 969-4385, email mmorgan@pstramway.com or visit www.pstramway.com/media.