



For Immediate Release

Contacts:

Barry Owens, GM

(989) 731-8400 bowens@treetops.com

**Susan Wilcox Olson, Media
Representative**

(231) 590-5930

SusanWilcoxOlson@GrandBayPromotions.com

*Michigan's Most Spectacular Family Winter Playground Treetops Resort
Unveils Michigan's ONLY Terrain Based Learning Program*

*Offering a Shorter Learning Curve, High Level Sensations in a Controlled
Environment and Reduces Fear*

That Means More Time On the Snow!

(Gaylord, MI) September, 2023 – The Treetops Ski School team of instructors is ready to welcome first time skiers to the resort's family-based terrain, with a state-of-the-art ski instruction program called **Terrain Based Learning**. Treetops Resort is proud to be the **ONLY** Michigan ski and snowboard facility to offer the learning program.

Terrain Based Learning (TBL) is a process for teaching beginner skiers and snowboarders that utilizes purpose-built snow features, assisting the guest in achieving the movements, sensations and body positioning needed to ski and snowboard.

The TBL method features controlling naturally the guest's speed and movement, building confidence in a short period of time.

Terrain Based Learning removes the traditional fears and anxiety from learning to ski and snowboard and puts the focus on the fun. "We are so excited to offer this new way of learning to our guests. Our instructors are exclusively trained by the Snow Operating team who has trademarked the program. We can't wait to see the smiles on the snow as kids and adults alike take their turn in the Terrain Based Learning adventure, allowing them to enjoy the sport sooner with no fear," said Barry Owens, General Manager.

A perfectly paired on-the-snow learning program with the most family friendly winter getaway **Cool School**. Cool School is a midweek, all inclusive, family friendly opportunity to learn to ski or snowboard. Guests enjoy unlimited recreation including Extreme Tubing, XC Skiing, Snowshoeing, Ice Skating, in addition to all lift tickets, rentals, lessons, lodging, and two meals daily (Breakfast and Dinner). Cool School is priced as an inflation busting getaway – Starting at just \$155 per person, based on double occupancy. Kids 17 and under are just \$55 daily for all the same inclusions. Cool School is available most winter weeks Sunday through Thursday.



About Treetops Resort

Treetops Resorts' winter offerings include some of the finest terrain in the Midwest, perfect for families to enjoy all season long. Treetops Resort now boasts 25 ski runs with the addition this year of **Straight Shot** a steep and narrow trail that starts on "The Lark" ridge and has skiers zipping down between the tall tree lines and into the lower half of "The Yard" home to the Boarder Cross course. There's multiple terrain parks, glade skiing for the more adventurous, cross-country skiing, two extreme tubing runs, and a full-service spa and salon. In addition to winter offerings, Treetops Resort is also arguably the best collection of golf anywhere in the country, boasting five different courses from renowned designers Robert Trent Jones, Sr., Rick Smith and Tom Fazio. Treetops Resort is also proudly recognized as having the # 1 Par Three Course in North America: Threetops. Treetops Resort – Michigan's Most Spectacular Winter Playground is located just minutes off of I-75 in Michigan's Snow Belt – Gaylord.