

PALM SPRINGS AERIAL Tramway®



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 30, 2018) Temperatures may still be in the triple-digits, but October 1st marks the start of the **Palm Springs Aerial Tramway's Snow Guessing Contest**. This annual event continues until the first measurable inch of snow falls at the Tram'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**. Please remember that only postmarked postcards will be accepted (no emailed entries) and no postmarks before October 1. 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. And 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 \$25.95 for adults, \$23.95 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 Cara Youngman at (760) 969-4385, email cyoungman@pstramway.com or visit www.pstramway.com/media. Also, download the free mobile tour now available in the App Store/Google Play.