

50 YEARS OF THE LINE LESS TAKEN

MARY JANE

SINCE 1976



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MARY JANE 50TH ANNIVERSARY MEDIA RESOURCES

NEWS RELEASE

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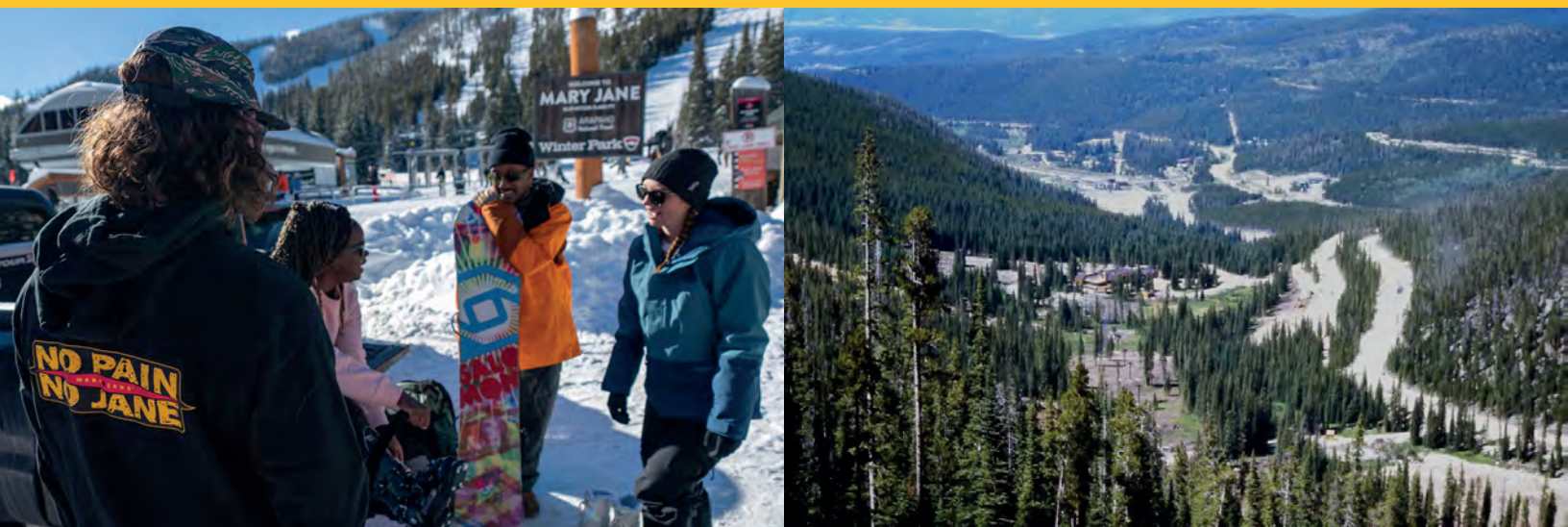
WINTER PARK RESORT'S MARY JANE® CELEBRATES 50 YEARS —

A HALF-CENTURY OF RUGGED LORE AND UNMATCHED MOUNTAIN CULTURE.

WINTER PARK, Colo., December 5, 2025 – Winter Park Resort's Mary Jane®, a legendary cornerstone of Colorado's vibrant ski culture, is proud to celebrate its 50th birthday for the 2025-26 winter season. This golden jubilee marks a significant milestone, solidifying Mary Jane's enduring legacy as a "bucket list" destination and a testament to the spirit of the ski industry.

Since its opening in January 1976, Mary Jane has cultivated a reputation as a mountain that is "wild, raw and unfiltered," according to its cult-like followers. Its iconic bumps, steep tree runs, hidden lines, and overall vibe have not only challenged the most seasoned skiers but also fostered a unique community with a shared passion for rugged, undiscovered adventure. This is where the iconic mantra, "No Pain, No Jane," was born – a tribute to the demanding yet rewarding experience for those who hit its slopes. The phrase, developed organically among its dedicated following, speaks to the physical and mental focus required, and the unparalleled sense of accomplishment gained from a day on Mary Jane.

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FROM MINING CLAIM TO MOUNTAIN MECCA

When Mary Jane opened in 1976, major global events included the United States celebration of its Bicentennial, the reunification of Vietnam, the Tangshan earthquake in China, and the Entebbe hostage rescue. But it's more about what was happening in the 1800s that led to the legend and development of Mary Jane.

Mary Jane's story and grit are deeply interwoven with Colorado's rich history. Particularly the adventurous spirit of the late 19th-century mining boom, when skiing emerged out of necessity for postal workers traversing the high alpine. This early practical application of skiing soon developed into recreation, laying the groundwork for the state's vibrant ski scene.

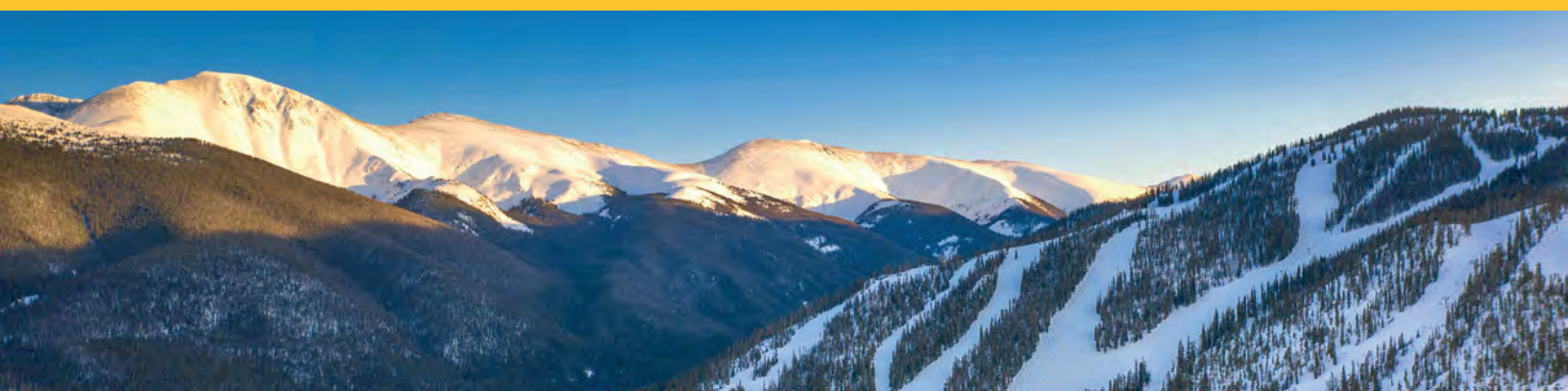
THE UNTAMED SPIRIT OF COLORADO SKIING

From its storied past as an Indigenous summer settlement, a sheepherders trail, and a mining claim, to its current status as a challenging playground, Mary Jane invites skiers to embrace the adventure, push their limits, and become part of a living legend. What makes Mary Jane so special, so ingrained in the fabric of ski lore, is its unwavering commitment to raw, challenging terrain.

"It's a mountain that demands respect, rewards effort, and leaves a mark on those who ski or ride it," said Sky Foulkes, Winter Park Resort president.

This 50th birthday milestone is an invitation for the ski industry and enthusiasts to reflect on Mary Jane's unique contribution to mountain culture – a contribution that celebrates not just its history, but its vital role in celebrating an era of skiing defined by its power to connect people to the land, to challenge themselves, and to find freedom on the slopes.

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REDEFINING SKI CULTURE

As the U.S. ski industry continues to grow, with a total of 61.5 million skier visits in the 2023-24 winter season, Mary Jane's 50th birthday provides a powerful narrative around the unique ski experience. Mary Jane's half-century evolution demonstrates that skiing is an ongoing pursuit and is very much a part of the industry's growth. This iconic mountain continuously adapts and reinvents itself for new generations seeking adventure, freedom, and undiscovered potential.

"Mary Jane's 50th birthday is more than just a celebration of a ski area; it's an affirmation of the enduring allure of mountain sports and their capacity to inspire," says Foulkes. "We believe skiing, at its core, offers a unique sense of adventure and a connection to nature that is increasingly rare in our modern world. Mary Jane, with its rugged and untamed spirit, perfectly embodies this. It's always been a place to be yourself."

While the industry manages important conversations around climate, inequality, and diverse representation, Mary Jane's legacy showcases how ski areas can evolve while staying true to their adventurous roots. This mountain universally draws those seeking a bold experience, regardless of background.

Foulkes added, "Mary Jane's story is a powerful reminder that skiing is constantly evolving to welcome new enthusiasts, especially those who crave its unmatched lore, terrain, and spirit. It's also a place where we honor the cherished 'Mary Jane memories' of generations of devoted skiers who understand firsthand what this legendary mountain means to them and to the industry."



TODAY:

WITH 57 NAMED TRAILS ON MORE THAN 1,000 ACRES, MARY JANE IS A WORLD-RENOWNED DESTINATION, CELEBRATED FOR ITS RELENTLESS MOGULS AND UNTAMED CHARACTER, REPRESENTING THE DEFINITION OF “UNADULTERATED SKIING.” THE ARLBERG CLUB STILL HOLDS TITLE TO ITS ORIGINAL LAND CLAIM.



FACTS & NARRATIVE

Mary Jane® Mountain at Winter Park Resort, a legendary cornerstone of Colorado's vibrant ski culture, has cultivated a reputation as a mountain that is "wild, raw and unfiltered," according to its cult-like followers. The following facts and narrative reinforce the stats and legends that characterize this mountain, from its iconic past to its modern-day outdoor experience.

TERRAIN & SNOWFALL

TOP ELEVATION: 11,220 ft.

BASE ELEVATION: 9,450 ft.

VERTICAL DROP: 1,766 ft.

MAXIMUM RUN LENGTH: 4.5 miles

ACRES: 550 acres

MOGULS AND TRAILS: Mary Jane's trails are famous for their moguls and steep, ungroomed trails.

TERRAIN DISTRIBUTION: The heart of Mary Jane's identity is in its expert terrain. Mary Jane's breakdown includes the following:

- **EXPERT-ONLY:** 1%
- **MOST DIFFICULT:** 59%
- **ADVANCED:** 15%
- **INTERMEDIATE:** 19%
- **BEGINNER (E.G., CATWALKS):** 6%

ANNUAL SNOWFALL: Mary Jane benefits from Winter Park's industry-noteworthy, average annual snowfall of approximately 355 inches.

LONG SEASON: Mary Jane is known for having one of the longest winter seasons in Colorado, exceeding 200 days of skiing and riding, and with a focus on late-season skiing, riding and events.



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LIFTS & INFRASTRUCTURE

Mary Jane has its own network of eight lifts, including several high-speed lifts:

SUPER GAUGE EXPRESS

SUNNYSIDE EXPRESS

HIGH LONESOME EXPRESS

CHALLENGER

IRON HORSE

PONY EXPRESS

GALLOPING GOOSE

PANORAMIC EXPRESS: Notable as one of North America's highest lifts, reaching 12,000 feet above sea level, and providing access to the high-alpine terrain of Parsenn Bowl, connecting Mary Jane to Winter Park Resort's summit.



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HISTORY & REPUTATION

NAME ORIGIN: The name Mary Jane came from an old mining claim and a cabin that once belonged to a woman of the same name who was a "madam" in the area during the late 1800's.

NICKNAME: Over time, the area became affectionately known as "the Lady" or "the Jane," a tribute to its namesake.

SLOGAN: The area is famously known for its "No Pain, No Jane" slogan, a nod to its relentless and challenging steep terrain and mogul runs.

OPENING YEAR: Mary Jane officially opened to the public in January 1976, creating a separate identity and a "two-mountain" experience for Winter Park Resort – and recognized by the industry as "one of the largest expansions of any ski area" at that time.

HISTORICAL SNAPSHOT

MARY JANE

Originating in the late 1800s as a settlement for miners, railroad workers, and loggers, the area now known as Mary Jane owes its "peak" to a madam of the same name, whose business ventures transformed a remote sheep trail into a popular winter destination. Opened in the 1975-76 season, Mary Jane initially added 18 trails and expanded the Winter Park Resort by 80%.

Later decades saw substantial improvements, including a \$9 million capital investment in 1986 that added 20 trails and steep runs like The Chutes. The 1990s brought the Sunnyside lift, expanding terrain and views, along with increased capacity at the Club Car restaurant and expanded snowmaking. Later years brought more enhancements, most notably the 2007 Panoramic lift, North America's highest six-passenger high-speed chairlift (at the time), which opened up the Parsenn Bowl, Vazquez Cirque, and the 2006 Eagle Wind lift.

In addition to its growth, Mary Jane is distinguished by a passionate community of devoted "MJ fans," ensuring that "the Jane's" grit and namesake's past keep their lure.

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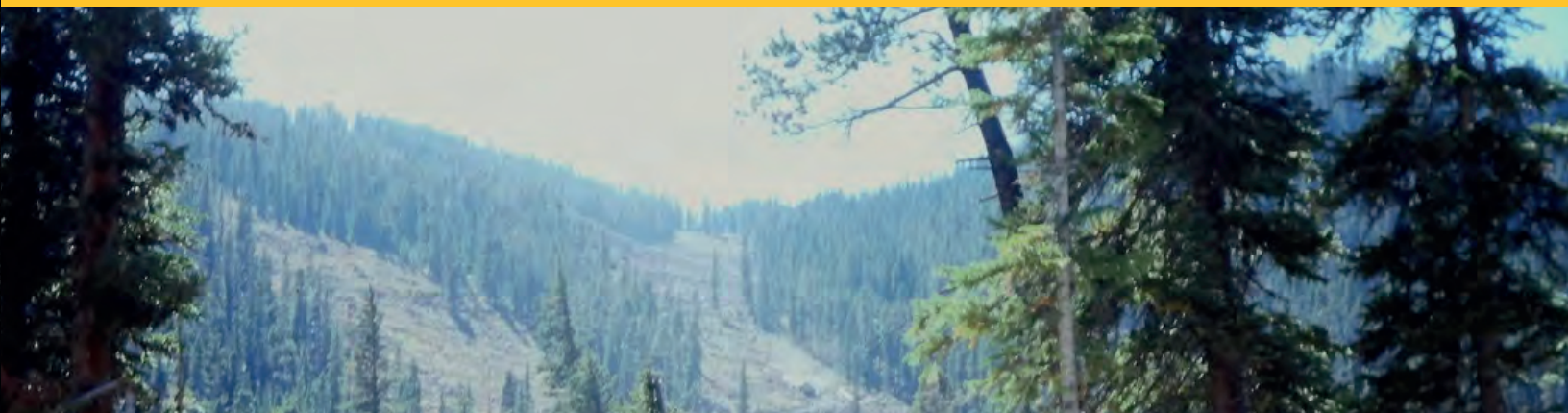
INDIGENOUS HISTORY

LAND & PEOPLE

The land on which Mary Jane and Winter Park Resort operate has a rich and long Indigenous history, predating the arrival of European settlers and the establishment of the ski area. This area, nestled in the Colorado Rockies, is the ancestral home to several Native American nations. Specifically, the Ute, Arapaho, and Cheyenne peoples are recognized as the original stewards of these lands. These tribes moved through the mountains and valleys, relying on the natural resources for sustenance, ceremony, and their way of life. The mountains, forests, and waters were vital sources of life, ancestry, and heritage, deeply connected to their cultural identities.

In recent years, Winter Park Resort has made efforts to acknowledge and honor this Indigenous history. In collaboration with Indigenous and Native skiers and outdoor industry leaders, Winter Park developed and released a formal land acknowledgment statement. This statement recognizes that the land the resort occupies is the traditional and ancestral homeland of the Nookhose'iineno (Arapaho), Tsis tsis'tas (Cheyenne), and Nuuchu (Ute) tribes. It emphasizes their continued connection as the original stewards of these lands and waters.

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HISTORICAL TIMELINE *

Mary Jane's story and grit are deeply interwoven with Colorado's rich history, particularly the adventurous spirit of the late 19th-century mining boom, when skiing emerged out of necessity for postal workers traversing the high alpine. This early practical application of skiing soon developed into recreation, laying the groundwork for the state's vibrant ski scene. The timeline* below highlights Mary Jane's key milestones, from its early days as an unofficial ski zone to its present-day reputation for moguls and "unadulterated skiing."

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* SOURCES: WINTER PARK RESORT, COLORADO ARLBERG CLUB, GRAND COUNTY HISTORICAL ASSOCIATION

EARLY DAYS AND UNOFFICIAL SKIING (1880's-1960's)

1880s: Mary Jane, a rumored local madam who's successful "services rendered" to miners, rail workers, and loggers, uses her earnings to acquire land near her home.

1911: The town of Hot Sulphur Springs holds the first winter sports carnival west of the Mississippi River, marking the beginning of the Colorado ski industry.

1928: The 6.2-mile Moffat Tunnel, boring through the Continental Divide opens, allowing faster, easier access to areas west of Denver.

1932: Arlberg members purchase an old mining claim named Mary Jane. The claim is rumored to have been named for the legendary madam.

1933: Colorado Arlberg Club members, with the help of the Civilian Conservation Corps (CCC), cut one of the first recognized alpine ski trails in the Western U.S. on their newly acquired land, appropriately naming it the Mary Jane Trail.

1938: U.S. Forest Service grants a Special Use Permit to the City of Denver allowing development of a ski area on 6,400 acres at West Portal, the west side of the Moffat Tunnel, which soon becomes Winter Park Resort.

1940: Winter Park Resort opens its slopes, establishing itself as one of Colorado's first major ski areas.

1960s: As Winter Park Resort grows in popularity, the more adventurous skiers began pushing the boundaries, hiking into the Mary Jane out-of-bounds area in search of a greater challenge.

DEVELOPMENT AND OFFICIAL OPENING (1970's-1990's)

JANUARY 1976: Winter Park Resort officially opens Mary Jane, adding 18 new trails on 350 acres, one of the largest ski-area expansions at the time.

1985: The resort introduces the Summit Express, a high-speed quad chairlift, significantly increasing uphill capacity and making Mary Jane's challenging terrain more accessible.

1986: Mary Jane gains an additional 20 trails on 200 acres. This expansion includes some of Colorado's steepest trails, known as "The Chutes," reinforcing Mary Jane's identity as a destination for expert skiers and riders.

1993: The iconic Parsenn Bowl area, located above the Mary Jane base, opens to the public, offering high-alpine, above-treeline skiing.

IMPROVEMENTS & INTEGRATION (2000s-2026)

2006: The Eagle Wind lift is installed on the backside of Parsenn Bowl, further integrating Mary Jane with Winter Park Resort.

2007: The Panoramic Express, at the time North America's highest six-passenger, high-speed chairlift, opens at the top of Mary Jane.

2017: In a major industry move, Winter Park Resort and Mary Jane, along with other Intrawest properties, are sold to a new entity that would later become Alterra Mountain Company. Alterra continues to modernize the ski area.

2025-26: Marking its 50th season, Mary Jane continues to thrive as a world-renowned destination, celebrated for its relentless moguls and untamed character, defining "unadulterated skiing." The Arlberg Club still holds title to its original land claim.

STORY ANGLES & RESOURCES

NEWS ANGLES FOR STORY DEVELOPMENT THROUGHOUT THE SEASON

Winter Park's Mary Jane® has a rich history and significant industry impact making it a compelling platform for interesting stories throughout the season, from the mountain's iconic "personality" to its pivotal role in the growth and evolution of skiing. Below are story angles and ideas that appeal to every type of audience, skiers and non-skiers alike.

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MARY JANE AND THE GROWTH OF THE U.S. SKI INDUSTRY:

How Mary Jane's half-century evolution reflects and contributes to the overall growth and ongoing pursuit of skiing within the U.S. outdoor industry.

PIONEERING TRAILS:

Mary Jane's early impact on western skiing: How the Mary Jane trail, cut in the early 1930s, contributed to the development of recreational skiing in and around the country.

MARY JANE'S ROLE IN SKI CULTURE:

How Mary Jane embodies and contributes to the broader narrative of rugged ski culture, from its mining roots to its present-day status.

MARY JANE'S CONTRIBUTION TO MOUNTAIN CULTURE:

An examination of Mary Jane's broader impact on mountain culture, beyond just skiing, focusing on its ability to connect people to the land and inspire a sense of adventure.

CELEBRATING 50 YEARS:

Commemorative events and the future of Mary Jane: A preview of the 50th-anniversary events planned for the 2025-26 season and a look ahead at what the next 50 years may look like for Mary Jane.

THE "NO PAIN, NO JANE" ETHOS:

A deep dive into the origin and appeal of Mary Jane's iconic motto, exploring what it means to the industry and to a community of skiers and riders who embrace its challenging terrain.

FROM MADAM TO MOUNTAIN MECCA:

The unexpected history of Mary Jane, exploring its transformation from a 19th-century mining claim associated with a local madam to a renowned ski destination.

MARY JANE'S UNIQUE VIBE AND CULT FOLLOWING:

An exploration of what makes Mary Jane "unfiltered, raw, and unpolished," and how it has fostered a dedicated, cult-like community of skiers drawn to its character.

HONORING FIVE DECADES OF DEVOTED SKIERS:

A story highlighting the multi-generational connection to Mary Jane, featuring anecdotes and experiences from families and individuals who have cherished the mountain over the decades.

WHY MARY JANE'S TERRAIN IS SO MOGUL HEAVY:

What are the combined physics, chemistry, and science behind the mountain's physical evolution?

MARY JANE'S GROWTH:

A Timeline of Terrain Expansion: A look at how Mary Jane's skiable terrain and footprint have evolved since its incorporation into Winter Park Resort in 1976, including key expansion milestones.

THE "LADY" OR "THE JANE"? NICKNAMES AND IDENTITY:

Exploring the affectionate nicknames given to Mary Jane and what they signify about a mountain's unique personality and connection, specifically, to its devoted skiers and, generally, to the ski industry.

MARY JANE AS A "BUCKET LIST" DESTINATION:

Why Mary Jane continues to be a must-ski mountain for seasoned skiers, focusing on its reputation for challenging moguls, steep tree runs, and hidden lines.

ADAPTING AND EVOLVING WHILE STAYING TRUE TO ROOTS:

How Mary Jane has managed to continuously adapt and reinvent itself for new generations of skiers while preserving its adventurous and untamed character.

VINTAGE & CONTEMPORARY MEDIA

For additional resources, including current or vintage photos, video, or interview requests, please reach out to Jen Miller. All materials should be credited to Winter Park Resort.

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