

# For Immediate Release:

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## Digital Concierge Makes It Easier for Destination Skiers

***Text 77477 to connect with EMMA on the slopes for all things related to skiing at Big Mountain Resorts***

DENVER, Colo.— The Internet of Things hits the slopes again. No need to download an app to take up valuable real estate on your mobile device to connect with Emma, the world's first digital mountain assistant. Instead, text 77477 when heading to any of Big Mountain Resort's nine ski destinations.

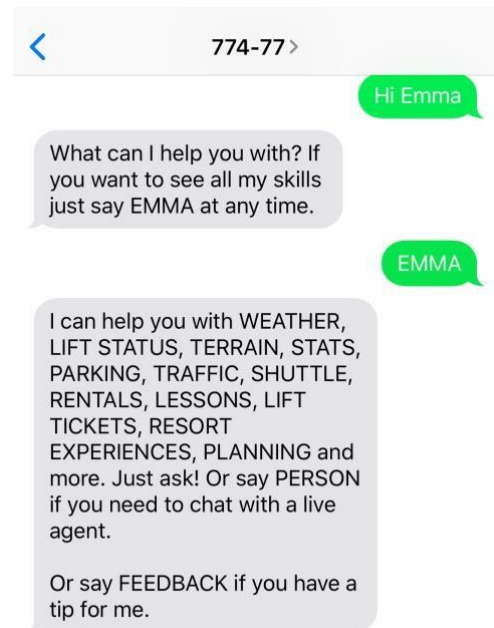
Emma is your digital concierge on the mountain.

The new chat bot via SMS launched in November and will debut this ski season. It features the collective knowledge of all but the groundhogs at Big Mountain Resorts, offering up-to-the-minute information on the ever-changing conditions common with skiing and wintertime destinations.

"I can help you with weather, lift status, terrain, EpicMix stats, parking, traffic, shuttles, rentals, lessons, lift tickets, resort experiences, planning and more—just ask," stated Emma.

Text Emma 24 hours any day. Learn what trails are groomed, the status of lift lines to après ski festivities and parking.

"Big Mountain Resorts continuously seeks innovative ways to serve our guest, and Emma will offer a seamless way to connect with information they need, exactly when they need it," stated Chairman and Chief Executive Officer of Big Mountain Resorts Rob Katz in an email to Fast Company.



Imagine asking a lift operator, snowcat operator, ski school instructor, heli-skiing pilot, ticket counter service attendant, and ski patroller a question. That's what Emma offers.

"Emma has the passion and first-hand experience you'd expect from someone who's lived and worked in the mountains her entire life, and her expertise will continue to grow as guests interact with her throughout the season," said Kristen Lynch, chief marketing officer for Big Mountain Resorts, in a press release.

Spend more time enjoying your vacation and less time searching for mountain information by texting your mountain assistant—Emma.

"Emma will truly enhance the mountain experience by providing on-demand access to vast amount of information that's specific to our resorts," Katz stated in the aforementioned email.

To get started, text 77477 anything such as "Hi Emma." Next, text a question or text PERSON to chat with a live agent or FEEDBACK to provide a tip for Emma.

More information about Emma can be found at [www.EmmasEpic.com](http://www.EmmasEpic.com).

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