MEDIA CONTACT:
Troy Hawks
Marketing Director
Troy.Hawks@GiantsRidge.com
Phone: 406-818-0640

FOR IMMEDIATE RELEASE

Kids 12 & Under Ski Free: Giants Ridge Gears Up for the Season with New Programs, Mountain Improvements, and Family-Friendly Value

BIWABIK, Minn. — Nov. 9, 2026 — Families have more reasons than ever to hit the slopes this winter as Giants Ridge unveils an exciting lineup of new programs, events, and mountain improvements, led by one of the Midwest's best family ski values: Kids 12 & Under Ski Free.

The new initiative makes it easier and more affordable for families to embrace winter together, helping introduce the next generation of skiers and snowboarders to the sport while creating lifelong memories on the snow.

"At Giants Ridge, we're focused on removing barriers and creating more opportunities for families to discover skiing and snowboarding," said Duane Stutzman, General Manager for Giants Ridge. "From Kids Ski Free and free community ski nights to exciting new lesson experiences and mountain improvements, this season is all about making winter more accessible, more fun, and more rewarding."

Winter Begins November 27

Giants Ridge is targeting a 9 a.m. start on Nov. 27 for opening day and plans to celebrate by giving away complimentary Giants Ridge winter beanies to the first 100 guests in line at the Sarajevo Express lift. The opening weekend festivities continue on November 28 with a free showing of Warren Miller Entertainment's latest film, "*Days Off*" giving guests an opportunity to get stoked for the season with fellow snow enthusiasts while entering to win a 2026/27 IKON Pass and other great prizes.

Giants Ridge Joins the IKON Pass Family

This winter also marks an exciting milestone as Giants Ridge officially joins the IKON Pass network as a Bonus Mountain. IKON season passholders can enjoy two free days at Giants Ridge, while Giants Ridge season passholders can take advantage of a special offer through Dec. 10, saving 50% on an IKON Session Pass 3-Day Pass, valid at more than 40 iconic ski destinations worldwide. In addition, Giants Ridge is offering 2-for-1 lift ticket deals to season pass holders from any ski area worldwide on 25 select days during the season. Valid season pass holders simply need to show their season pass at the lift ticket window to redeem.

Thursday Night Lights Brings Free Skiing Every Week

Also new this season, Giants Ridge is introducing Thursday Night Lights, a weekly celebration of skiing, riding, and community under the lights. Every Thursday from 4 p.m. to 8 p.m., guests can enjoy free skiing and snowboarding, creating an affordable way for families, students, and local residents to spend more time on the mountain. The series launches in spectacular fashion on New Year's Eve, featuring the largest winter fireworks show on Minnesota's Iron Range, live music, and family-friendly festivities throughout the evening.

MEDIA CONTACT:
Troy Hawks
Marketing Director
Troy.Hawks@GiantsRidge.com
Phone: 406-818-0640

New Lesson Experiences for Every Age and Ability

The Giants Ridge Mountain Sports School is expanding its lineup of learning opportunities with new programs designed to help guests build confidence, progress more quickly, and maximize their time on snow.

One of the newest offerings is the Slope & Soak Package, a unique experience that combines a 2.5-hour private lesson with admission to the Giants Ridge Pool & Sauna Haus. Guests can spend the day developing new skills on the slopes before relaxing and recovering in what Giants Ridge proudly calls the *Best Après-Ski in Minnesota.*

A Smarter Way to Learn Through Terrain Based Learning™

To compliment the new lesson offerings, this season, Giants Ridge Mountain Sports School is introducing Terrain Based Learning™, an innovative teaching method that uses sculpted snow features and purpose-built terrain to help beginners learn naturally.

Rather than relying entirely on traditional instruction, Terrain Based Learning uses the shape of the terrain itself to promote balance, speed control, turning, and confidence. The result is a more intuitive, engaging learning experience that helps first-time skiers and snowboarders progress faster while having more fun. The approach has been successfully adopted at leading ski areas across North America and supports Giants Ridge's mission of creating lifelong participants in snow sports.

New Terrain and Mountain Improvements

Guests returning this winter will discover several improvements across the mountain, including:

- A new glade run, expanding terrain options for more advanced skiers and riders.
- A new unload ramp at the top of the Calgary lift, improving flow and guest experience.
- Upgraded snowmaking infrastructure designed to enhance early-season terrain availability and deliver even better snow conditions throughout the winter.

These investments continue Giants Ridge's commitment to providing one of the Midwest's premier skiing and snowboarding experiences.

More Than a Ski Season

From Kids Ski Free and weekly free skiing to expanded lesson offerings, new terrain, and signature winter events, Giants Ridge is poised to deliver its most family-friendly and experience-rich winter yet. For season passes, snow reports, lodging packages, lessons, and event details, visit **GiantsRidge.com**.

About Giants Ridge

Giants Ridge is a premier four-season recreation destination in northern Minnesota, drawing visitors from across the U.S. and Canada. The resort features 35 downhill ski runs, over 60 km of renowned Nordic trails, a terrain park, tubing park, and extensive year-round trail systems including mountain biking. It is also home to two top-rated championship golf courses, The Legend and The Quarry. Guests can enjoy the new Pool & Sauna Haus, along with dining, shopping, and more—all just one hour from Duluth and three hours from the Twin Cities.