

EXPERIENTIAL & PROMOTIONAL

Snowga in the Quiet Mountains

Written for Windham Mountain Club · Winter Season 2025–26

Snowga is a snowshoe and yoga experience offered on the mountain at Windham. The brief was to make something that is hard to describe on paper feel completely real and irresistible. The copy is sensory-first, pulling the reader into the physical world of the experience before asking them to book.

"It asks you to slow down, breathe deeper, and let the mountain do what it does best."

THE COPY

There is nothing like starting your day in the stillness of the Catskill Mountains. The world quiets, the air feels crisp and clean, and the snow turns everything luminous. It is a kind of beauty you cannot fully understand until you see it with your own eyes.

Join our dedicated guides for a snowshoe trek through quiet mountain woods, with intentional stops along the way for on-mountain yoga, meditation, and breathtaking photo opportunities. Your journey begins with warmup stretches and gentle movement to prepare your body, then unfolds at an easy, comfortable pace on the trail.

This is the kind of workout you want to take your time with. Each moment invites you to be fully there; the soft crunch of snow underfoot, your breath rising in the cold air, evergreens dusted in white, sunlight filtering through branches, and that clean alpine scent that makes every inhale feel like a reset. It asks you to slow down, breathe deeper, and let the mountain do what it does best.

Treks run 1.5 to 2 hours and are suitable for adults and children 12+, welcoming all snowshoe, hiking, and yoga ability levels.

Claim your spot in quiet mountain woods and leave feeling refreshed, grounded, and renewed.

Format: Experiential / promotional web copy · Audience: Active adults, wellness-focused travelers, mountain visitors · Objective: Drive Snowga experience bookings