

## JAY LLOYD



Jay Lloyd saw his first skiers in 1941. They were on the big screen at New York's Roxy Theater in "Sun Valley Serenade". Jay was 7 and impressionable. But New York was riveted on the war in Europe. There was no time or money for ski journeys to New England or the Rockies. Skiing had not yet arrived in the nearby Poconos.

Thirty-three years later Jay, a broadcast journalist at KYW-New radio in Philadelphia would finally step into skis and be thrown off a Poma Lift at Timber Hill in the mountains of Pennsylvania. He was hooked. In 1975, Jay began writing and reporting about a sport that was becoming an obsession. As he continued to learn under Hall of Fame instructor Hubert Seemann at Doe Mountain and Gunter Starker at Spring Mountain, the skiing days and a second active career as a Pennsylvania Ski Writer grew. His stories were heard on KYW and read in newspapers and magazines.



It was early in the growth of skiing in the Keystone State and Jay's mailbag contained letters from readers and listeners wanting to know more about kids programming, resorts and getting started. His weekly column became a twice weekly column and KYW-TV began broadcasting Jay's televised skiing features.

Jay began sharing with print and broadcast audiences his discovery of Adaptive Skiing programs and the people who made them happen. Jay had met Hall of Famer Dave Fowler, a Viet Nam vet and amputee instructor at Jack Frost Mountain. The writer became an advocate for Adaptive Skiing.

Jay has always focused on Pennsylvania slopes and trails. That's where his listeners, viewers and readers are. At 82, He is still an active Ski Writer, museum committee member and contributing writer for the Pennsylvania Ski Areas Association.

