



PRESS RELEASE

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Mt Bachelor Announces Hiring of Andy Goggins as Director of Marketing and Communications

Varied experience makes Goggins a great fit for Mt Bachelor

(Bend, OR)...Mt. Bachelor is pleased to announce the hiring of Andy Goggins to fill the role of Director of Marketing and Communications.

Goggins most recently headed marketing and communications for TEXbase, Inc., a web-based software company for innovative apparel brands, based out of Bozeman, MT. With 10 years experience piloting resort marketing, promotions and events departments at Moonlight Basin, MT, Heavenly Mountain Resort and Alpine Meadows Resort, CA, Goggins proves a positive addition to Mt. Bachelor.

“We are very excited to welcome Andy to the team. His experience in creating regional destination programs and innovative local learn-to-ski/ride programs will be a big benefit for Mt. Bachelor as we continue to grow and expand our offerings for locals and vacationers from across the west,” says Dave Rathbun, president and general manager for Mt. Bachelor.

In addition to his resort experience, Goggins is a co-owner and for the past three years has acted as managing officer of Montana Backcountry Adventures. This company operates guided backcountry tours and on-hill fine-dining experiences at Big Sky Resort in Bozeman and throughout Southwestern Montana.

“I’m thrilled to be working with an incredible team here at Mt. Bachelor. With such an amazing year-round mountain experience and surrounding community, I look forward to helping Mt. Bachelor become a leading regional destination resort.”

Mt. Bachelor is open every day through Labor Day for Summer Operations. Activities include scenic chairlift rides, disc golf, daily lunch at Scapolo’s, Sunset Dinners upstairs at the Pine Marten Lodge on Fridays, Saturdays and Sundays, dry-land sled dog rides and more. Mt. Bachelor winter season passes go on sale September 1 and will be at the lowest prices of the year through September 30. For more information, visit www.mtbachelor.com or call 541-382-1709.

About Mt. Bachelor

Mt. Bachelor is the largest ski resort in the Cascade Range and the sixth largest ski resort in North America, offering 3,683 acres of lift-accessible terrain. The mountain features 10 chairlifts, seven of which are Express Quads, plus two Wonder Carpet conveyor learning lifts and two additional snow tubing lifts. The average annual snowfall is 370 inches; the previous two seasons have seen snowfalls over 500 inches. Mt. Bachelor features multiple terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, snow tubing, sled dog rides and summer attractions. For weather conditions, news and events visit www.mtbachelor.com.