



PRESS RELEASE

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Contact:

Alex Kaufman (541) 693-0953

akaufman@mtbachelor.com

www.twitter.com/mtbachelor

www.mtbachelor.com/media

MT. BACHELOR CHARITY SKI WEEKS RAISE \$95,000 FOR LOCAL NON-PROFITS IN 2010

April charity period raised funds for Saving Grace, MBSEF, Sparrow Clubs, Oregon Adaptive Sports and Boys and Girls Club

(Bend, Ore – April 19, 2010) – Mt. Bachelor has tallied up the results of the 2010 Charity Ski Weeks and the results show an increase in participation and funds raised over the program's inaugural year. In 2009 Mt. Bachelor's Charity Ski Weeks raised \$70,750 for Central Oregon non-profits. The 2010 results show a donation of \$95,000. In the first two years of the innovative program that allows thousands of local skiers and riders to ski for \$25 and have that \$25 go to the charity of their choice, \$165,750 has been raised and donated by Mt. Bachelor.

"We're proud to offer broad community support through this growing program," said Alex Kaufman, Mt. Bachelor Marketing Director. "The success of the Charity Weeks is not just in the funds it raises or the local folks who get to ski for a good cause, but that it adds foot traffic into the offices of these local non-profits. Their phones are ringing, their email lists are growing, and their donor rolls are expanding. This helps their cause year round."

Twice per season, Mt. Bachelor provides an allotment of \$25 ski vouchers to five area non-profits that are valid for 10 days in January or April. The non-profits then distribute those vouchers throughout the community and when people use them to ski for \$25, all of the funds goes back to the distributing charity.

"Saving Grace is thrilled to be part of the charity voucher program at Mt. Bachelor," said Kelly Schukart, Director of Development and Communication at Saving Grace. "It is a great fundraiser and way to reach new potential supporters in the community. We are grateful for Mt. Bachelor's partnership – what a fun way to raise funds and awareness! We had families come back to our office after a day on the slopes and make a donation, telling us they had such a great day they wanted to do more."

In addition to the Charity Ski Weeks campaign, Mt. Bachelor is proud to support hundreds of local and regional causes as well as local schools via the Ski for Schools Program. Donation requests for fundraising auctions and raffles can be made via the "donations" form at <http://www.mtbachelor.com/community>.

Mt. Bachelor is slated to be open for skiing and riding through May 16 with over 2000 acres of terrain serviced by three express quads. Numerous events are scheduled including the Hope on the Slopes team challenge, which raises money for the American Cancer Society, the King and Queen of the Cone, which raised money for the Environmental Center, the US Bank Pole Pedal Paddle, and the North American Pond Skimming Championships. Spring passes offer access everyday through May 16 and are available for \$99.



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April 2010 Results

Non-Profit	Vouchers	Redeemed	%	Donation
MBSEF	1000	571	57%	\$14,275
Sparrow Clubs	500	357	71%	\$8,925
Saving Grace	500	348	70%	\$8,700
Boys and Girls Club	500	271	54%	\$6,775
Oregon Adaptive Sports	500	316	63%	\$7,900
TOTALS	3000	1863	62%	\$46,575

January 2010 Results

Non-Profit	Vouchers	Redeemed	%	Donation
NeighborImpact	1000	433	43%	\$10,825
United Way	1000	571	57%	\$14,275
Environmental Center	500	334	67%	\$8,350
Big Brothers, Big Sisters	500	314	63%	\$7,850
Volunteers in Medicine	500	285	57%	\$7,125
TOTALS	3500	1937	55%	\$48,425

About Mt. Bachelor

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

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