



PRESS RELEASE

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MT BACHELOR UNVEILS COMPREHENSIVE 2008-2009 CHARITABLE GIVING PLAN

Donations Program Aims to Support Local Organizations That Improve and Uphold Central Oregon Way of Life

(Bend, Ore.) – Mt Bachelor has announced a new plan to assist a wide range of charitable organizations throughout the ski season via two charity ski periods. Ten Central Oregon non –profit organizations will distribute Mt Bachelor lift vouchers in advance that will be redeemable for a \$25 lift ticket during one of two charity ski periods. The Free Day promotion, which supported NeighborImpact, is being replaced by these two charity ski periods, offering \$25 skiing and supporting 10 non-profit organizations including NeighborImpact. All ticket revenue generated through this giving plan will be donated directly to the organizations that distributed the ticket. Organizations will be presented a check for the amount of vouchers redeemed at the conclusion of each charity ski period.

The following organizations are participating in the Mt Bachelor charity ticket program this year: United Way, Saving Grace, Sparrow Club, Tower Theatre, NeighborImpact, Boy and Girl Scouts, Volunteers in Medicine, MBSEF, and Oregon Adaptive Sports. Organizations will be distributing either 1000 or 500 vouchers depending on their size and scope. Through this new charitable giving plan Mt Bachelor will be giving away \$377,000 worth of lift tickets to charity, which will raise up to \$162,500 for central Oregon non-profits.

“These organizations epitomize our beliefs and values as a company,” said Mt Bachelor president and general manager Dave Rathbun. “Many local non-profits have been forced to tighten their belts lately and we believe this program will be a boost at a time of need. Our past charitable efforts have lacked direction and not done enough for the community. While Free Day was popular because it was free, it did not accomplish our renewed goal of supporting local charities in a meaningful way. We’re proud to announce this program that will provide wide reaching support across our region, while extending the length of time that folks can get involved.”

The \$25 charity vouchers can be redeemed midweek Jan 5-16, and midweek April 6-17. Organizations distributing vouchers for the first charity period are NeighborImpact, MBSEF, Saving Grace, Sparrow Club, and Tower Theatre. These five organizations will be provided their vouchers prior to Thanksgiving.

Organizations distributing tickets for the second charity period are United Way, Oregon Adaptive Sports, Girl Scouts, Boy Scouts, and Volunteers in Medicine. These five organizations will be provided their vouchers in late January. Locals looking to acquire a free voucher redeemable for the \$25 lift ticket during the charity ski periods should contact the distributing organizations.

"We're pleased to be part of Mt Bachelor's new charitable giving campaign," said Sharon Miller, NeighborImpact's Executive Director. "We appreciate our ongoing partnership with Mt Bachelor which helps to



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feed many families across the region. As part of this new charitable initiative we will be distributing the tickets within a few weeks so we hope folks will go out and ski for a good cause.”

Mt Bachelor will be celebrating its 50th anniversary on Dec. 19 via a range of events and invites the public to donate food to NeighborImpact on that day. The resort is also sponsoring a “Stuff the Bus” promotion that is currently generating food for donation.

“Assisting local kids and families in need, supporting venues that host and nurture local artistic and cultural activities, providing winter recreational opportunities on Mt. Bachelor for kids and those physically challenged, and protection of our cherished natural environment are the pillars of Mt. Bachelor,” said Rathbun.

About Mt. Bachelor:

Celebrating its 50th anniversary during the 2008-2009 season, Mt. Bachelor is the sixth largest ski resort in North America, offering 3,683 acres accessible by lifts with an additional 1,338 acres of advanced backcountry and bowl terrain. The mountain features 7 Express Quads, 3 Triple Chairlifts, 2 Tubing lifts and a Wonder Carpet, with an average annual snowfall of 400 inches. Mt. Bachelor also features terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, tubing and sled dog rides. For weather conditions, news and events visit www.mtbachelor.com.

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