



FOR IMMEDIATE RELEASE
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MT BACHELOR ANNOUNCES HIRING OF ALEX KAUFMAN AS MARKETING DIRECTOR
Kaufman brings diverse experience from Colorado and New England ski regions

After a local and nationwide selection process, Mt Bachelor is pleased to announce the hiring of Alex Kaufman, 29, to the position of Marketing Director.

Kaufman was most recently the Director of Communications at Sunday River Resort in Maine, one of the largest ski areas in New England. Prior to joining Sunday River in 2005, Kaufman held marketing positions at Attitash Resort in New Hampshire, Killington/Pico Resort in Vermont, and has also spent seasons in Vail and Steamboat, Colorado among other resort locales.



“Alex fits well into our new company culture,” said director of business development, John McLeod. “In our new marketing director we wanted someone with interdepartmental experience and a passion for the mountains. Alex has made snow, sold tickets, tuned skis, organized and competed in events, and of course built a solid marketing and management reputation.”

While at Sunday River, Kaufman served as primary resort spokesperson, led terrain park events and youth marketing, moderated an online community, managed communications in the recent ownership change, coordinated with state and local agencies, and oversaw all snow reporting processes.

Kaufman and his wife Laura, who coached and taught middle school science in Maine, have completed their relocation to Bend as of early September.

(more)

“I am thrilled to be in Bend, both personally and professionally,” said Kaufman. “We’re taking a fresh look at how we do business top to bottom, which is a great situation for my role. I came here from New England because Bend is a fantastic place to live and because Mt Bachelor is a world class mountain re-inventing itself. I’m proud to be a part of it.”

Kaufman holds a Bachelor’s Degree in Communications and Broadcast Media from Massachusetts College of Liberal Arts in North Adams, Mass. and also pursued a graduate degree in Meteorology at Mississippi State University.

An accomplished skier, snowboarder and telemarker, Kaufman enjoys playing soccer and golf along with hiking, fishing and camping. He and Laura organized an adult soccer league in both Maine and New Hampshire, which raised money for local schools.

While the marketing office will remain located in Bend during the summer and fall, the winter and spring months will see the re-location of the marketing team to an office in West Village at Mt Bachelor, which is a change from previous years. The Bend office will continue to house certain resort departments year-round.

Mt Bachelor season passes have recently gone on sale for the 50th anniversary season. The lowest rates are available through September 30th. More information is available at www.mtbachelor.com.

To obtain a hi-resolution headshot, please visit Mt Bachelor’s FTP site;

Enter the following login information:

ftp.marketing.com

User Name: pressphotos

Password: media123

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. The mountain features 7 Express Quads, 3 Triple Chairlifts, 2 Tubing lifts and a Wonder Carpet, with an average annual snowfall of 370 inches. Mt. Bachelor also features terrain parks, 56K of groomed and tracked cross country trails, snowshoeing, tubing and dog sled rides. Summer operations include scenic chairlift rides to 7,800-feet, sunset dinners, special banquet or BBQ events, hiking, disc golf and USFS interpretive talks. For weather conditions, news and events visit www.mtbachelor.com.

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