



PRESS RELEASE

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MT. BACHELOR ROLLS OUT NEW INITITIVES AS PART OF LEARN A SNOW SPORTS MONTH

Ski Area to participate in statewide giveaway plus new season-long school group deals and innovative first timer options

(Bend, Ore – Jan 5, 2010) – As part of Oregon’s official Learn a Snow Sports Month (LASSM) as declared by Gov. Kulongoski, Mt. Bachelor will be participating in a statewide season pass giveaway designed to introduce the public to snowsports. In addition to involvement in official LASSM promotions, Mt. Bachelor is launching a host of programs aimed at making entry into snowsports as hassle-free as possible. Programs include an offer aimed specifically at local school groups called the Snowsports Discovery program, the new Ski or Ride in 5 programs for first timers, and special low hassle/low price teaching programs at our free Carrousel chairlift. Details are below.

LASSM Ski Oregon Pass Giveaway

Ten Oregon Ski Areas will be giving away a season pass as part of Oregon’s LASSM. Guests who enroll a friend into a Beginner Workshop or Max 5 program at West Village rentals during January can be entered to win. The winner from each resort will be drawn by February 15. More information is available at www.learnasnowsport.org and www.mtbachelor.com.

Snowsports Discovery for Local Schools

This popular option for school groups returns for another season. Over 2000 students from 20 schools took advantage of the program last year. Low priced package deals including rentals, lessons and lift tickets for students come along with a free lift ticket for chaperones for every 12 students enrolled. Ages 5-18. Inquire with your school administrators in regards to participation as this program is available to school organized groups only. All schools have been directly invited by Mt. Bachelor.

Ski or Ride in 5

The new “Ski or Ride in 5” program offers 5 beginner lessons including rentals and lift tickets for \$199. The five lessons are to be used throughout the season with special “graduation presents” for guests who complete the program, including free skiing for the remainder of the season and discounts on next year’s season pass. The introductory offer is exclusively for those new to snowsports.

Carrrousel Free Chairlift

At the Sunrise Base Area guests can take advantage of our free Carrrousel chairlift for learning. In addition, the ski area offers a Tips and Tools program where the Carrrousel learning slope is staffed with teaching pros to help guests learn while taking advantage of



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the free lift. This lesson program is a maximum of 60 minutes and it includes rental equipment. Tips & Tools Lessons are offered on weekends and holidays for ages 6 & up. Please plan on arriving at the Sunrise Rental Shop at least 1 hour prior to the lesson start time. Lessons start at 10 a.m., 11 a.m., and 1 p.m.

“Our focus on kids programs and helping guests get to the next level continues. What is new this season is a revived focus on welcoming those who have yet to try out skiing or riding, both adults and children. We love being outside in winter and we love sharing that experience with others. Our involvement in LASSM opens new doors for many in our region who have yet to ski or ride,” said Amy Ohran, Snowsports School Manager at Mt. Bachelor.

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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