



PRESS RELEASE

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MT BACHELOR BRINGS FUN TO NATIONAL SAFETY WEEK

2-For-1 Ticket Deal, Poster Competition and K9 Rescue Collector Cards Brings Safety Awareness to All Ages

(Bend, Ore) –In partnership with the National Ski Area’s Association (NSAA), Mt Bachelor will host a line-up of activities to bring knowledge, fun and value for this season’s 10th annual National Safety Awareness Week. Planned for January 17-23, Safety Awareness week at Mt Bachelor will include a 2-for-1 midweek ticket deal when you buy a helmet at one of the on-mountain shops, a poster competition for kids and creation and circulation of trading cards displaying the Bachelor Avalanche Rescue K9 team (BARK) with skier responsibility codes. The safety week programs will be followed by season-long awareness online, in the lodges and on the slopes.

In support of Lids on Kids and safety for all ages, Mt Bachelor will issue a 2-for-1 lift ticket voucher with the purchase of a helmet at the West Village Ski and Sport or the Sunrise retail shop. The ticket is transferrable and valid any non-holiday midweek day, after the day of purchase, for the rest of the season.

Children aged 5 through 12 currently enrolled in the multi-week ski school programs will compete to design posters illustrating safety on the Mountain. The winner will receive a special prize pack of gear and the top 3 posters will be displayed with artist’s credit for a year in the West Village Lodge.

Mt Bachelor Ski Patrol will be handing out BARK trading cards. Each card displays current or veteran BARK members and lists the skier responsibility code on the back. Support the team, buy a Rescue K9 T-shirt and kick off the collection with three cards.

“Mt Bachelor is a member of the NSAA and a proud promoter of safety week. In addition to the three programs geared just for safety week, we also educate on speed awareness, avalanche safety and freestyle terrain safety,” said Alex Kaufman marketing director.

About NSAA

The National Ski Areas Association is the trade association for ski area owners and operators. It represents 326 alpine resorts that account for more than 90 percent of the skier/snowboarder visits nationwide. NSAA analyzes and distributes ski industry statistics; produces annual conferences and trade shows; produces a bimonthly industry publication and is active in state and federal government affairs. The association's primary objective is to meet the needs of ski area owners and operators nationwide and to foster, stimulate and promote growth in the industry. For more information about the Lakewood, CO-based NSAA and National Safety Awareness Week, visit www.nsa.org or call (303) 987-1111.

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 of lift-accessible terrain. New this year, the connection of the back catch lines offers additional expert bowl and glade terrain to be explored. 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. 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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