



PRESS RELEASE

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MT. BACHELOR SEASON PASSES NOW AVAILABLE, GUEST EXPERIENCE ENHANCEMENTS COMING FOR 2017-18

New Colorado Perks for Pass Holders This Season

BEND, Ore. (August 31, 2017) – While hot summer weather continues across Central Oregon this week, winter is top-of-mind for Mt. Bachelor guests as season passes are now available for the 2017-18 winter ski and snowboard season.

Mt. Bachelor will offer a variety of 2017-18 season pass options at different price points to keep skiing and snowboarding as accessible as possible to everyone. Passes are on sale now at www.mtbachelor.com, with the lowest prices available to those who purchase by September 30.

The resort's most popular pass, the adult Full Season Pass, which includes up to six months of unlimited skiing or riding throughout the United States' sixth-largest ski area and nine free days in Colorado, is priced at \$949. In addition to the adult Full Season Pass, Mt. Bachelor will once again offer adult Midweek (\$649), Pure 30 (\$599), 12 Day (\$599) and 4 Day (\$239) Passes.

Pass prices for teens (13-18) and youth (6-12) will remain unchanged from last year, at \$329 and \$219, respectively. Season passes for children younger than age 6 remain \$29.

"We're happy to leave the price of kids and teen passes unchanged to benefit our local families who want to enjoy the mountain lifestyle together," said John McLeod, Mt. Bachelor's president and general manager.

The resort offers a payment plan for most pass types, allowing customers to order a winter pass for as little as \$49 down. The ordering deadline for the payment plan option is September 15, with equal payments of the balance due on October 15 and November 15.

FREE DAYS IN COLORADO

New this winter, Mt. Bachelor's Full Season Pass holders will receive three days of free skiing/riding at both Copper Mountain and Eldora, each owned by POWDR, a family owned and operated adventure lifestyle company and Mt. Bachelor's parent company. Pass holders can choose an additional three days at either Steamboat or Winter Park Resort, for a total of nine free days in Colorado.

“We’d love to see our pass holders enjoy a different experience at our partner resorts in addition to their many days at Mt. Bachelor,” said Drew Jackson, Mt. Bachelor’s director of sales and marketing. “With these new Colorado perks, the Mt. Bachelor Full Season Pass is more valuable than ever.”

Another option for local pass holders is the M.A.X. Pass, an add-on pass that allows for five days of skiing/riding at each of 43 participating North American ski resorts. Mt. Bachelor’s Full Season Pass holders can enjoy the benefits of the M.A.X. Pass for \$329 if purchased in September.

The M.A.X. Pass is sold separately at www.themaxpass.com.

GUEST EXPERIENCE IMPROVEMENTS

POWDR is investing \$2.5 million to improve the Mt. Bachelor guest experience this winter.

Skiers and snowboarders can take advantage of wider and smoother runs off the Cloudchaser lift as a result of Mt. Bachelor crews removing trees and stumps, grading the terrain and improving transitions between trails. Additionally, guests will have an easier time navigating through the resort’s east side with the installation of new way-finding signage.

Three factory-new and more environmentally-friendly snow cats are joining Mt. Bachelor’s grooming fleet, allowing guests to carve turns in manicured snow on popular runs such as Snapshot Alley, Osprey Way and Wanoga. On the Nordic side of the mountain, cross country skiers can expect a smoother snow surface this winter with the arrival of a new Nordic tiller.

Inside our lodge facilities, guests will enjoy upgrades to the food and beverage experience. Mt. Bachelor has hired an executive chef to develop an enhanced menu, while investments in new kitchen equipment will improve food quality, menu diversity and operational flow through the resort’s higher-volume outlets.

Mt. Bachelor plans to begin its 59th winter season in late November, weather and conditions permitting. The resort intends to offer one of the longest ski and snowboard seasons in the world again this year, with lift operations planned through May.

About Mt. Bachelor: *Mt. Bachelor is the sixth largest ski resort in the USA, offering 4,318 acres of lift-accessible terrain. The mountain features 11 lifts, eight of which are Express Quads. Mt. Bachelor also features 5 terrain parks, 56 km of groomed cross country trails, snowshoeing, tubing, sled dog rides and summer attractions including downhill mountain biking. Mt. Bachelor is part of POWDR, a family owned and operated adventure lifestyle company. For weather conditions, news, and events visit www.mtbachelor.com. ###*