



FOR IMMEDIATE RELEASE

**Lake Geneva Ski Resort Uses Social Media Promotion
To Help Spur Opening Weekend Traffic**

OCTOBER 29, 2009—LAKE GENEVA, WI—The Mountain Top at Grand Geneva Resort in Lake Geneva has announced a special “Free Lift Ticket” promotion to help kickoff this year’s opening weekend for skiing and snowboarding.

But the only place the general public will find this complimentary pass is via the recently launched Grand Geneva Facebook fan page. Anyone who becomes a fan will receive a free lift ticket redeemable any day during the opening weekend, scheduled for December 4-6, weather permitting.

“We recently unveiled our Facebook page and decided this was a great way to build a fan base while at the same time celebrate our opening ski and snowboarding weekend,” explains Marketing Manager Courtney Nobilio.

The Mountain Top offers three chair lifts, 18 exciting runs and two beginner hills that utilize Wonder Carpet technology providing beginners an easy ride up the hill.

The resort launched its social media offerings—Facebook, Twitter, Flickr and a YouTube channel— at the same time and plans to offer additional deals and promotions throughout the season including room night packages, vouchers and other discounted rates.

Grand Geneva is located at Highways 50 & 12, one mile east of downtown Lake Geneva. For more information on The Mountain Top, call toll free (800) 558-3417.