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**GRAND GENEVA RESORT & SPA GEARS UP FOR AUTUMN
WITH SPECIAL SEASONAL EVENTS**

Resort Introduces New Fall Activities, Alongside Halloween Favorites

(LAKE GENEVA, WI; August 25, 2011)— As summer comes to an end, the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) will celebrate the change in season with events visitors are guaranteed to “fall” for. In addition to the resort’s year-round amenities, including indulgent spa treatments, energizing fitness activities and award-winning dining, guests can also delight in a new crop of fall festivities, such as corn mazes, pumpkin patches, spooky hayrides and a traditional Oktoberfest.

Starting in September, visitors can make new memories with these special happenings throughout the resort’s picturesque campus.

“A-maze-ing” Trails

For the first time ever, Grand Geneva Resort and Dan Patch Stables invite the public to explore the twists and turns of the brand-new corn maze, specially designed in the shape of the Grand

Geneva logo. On September 9, the resort will unveil this agricultural masterpiece, complete with two maze trails offering varying levels of difficulty. The short path is expected to take explorers an estimated 20 minutes to complete while advanced trekkers may traverse the entire 4.2 acres of the maze on a trail that can take up to one hour to complete.

The Grand Geneva corn maze will be open daily between 10 a.m. to 4 p.m. from Friday, September 9 to Monday, October 31. Entrance admission for the corn maze is \$10 for children ages 4 and up; and free for kids 3 years old or younger.

For younger adventurers, Dan Patch Stables is offering a cornucopia of attractions, including a corn kernel filled sandbox, pony rides, pumpkin patch, and Rainbow Train Ride around the corn maze. Additional fees may apply to these activities; for full pricing information, please call (262) 215-5303.

Take a Ride, if you Dare

As night falls on the resort, visitors will be spellbound as they catch a ride on Dan Patch Stables annual fright-filled Haunted Hayrides. Thrill-seeking guests are invited to experience the ride of their life as they take a trip through the property, for a night filled with screams and frights. Beware; this spooky jaunt is only for the most daring of riders.

In October, Haunted Hay Rides are available every Friday and Saturday from 7 p.m. to midnight, and every Sunday from 7 p.m. to 10 p.m. Rides are available on a first-come, first-serve basis. Admission fees will be \$6 for riders under the age of 6 and \$12 for guests 6 years or older. For more information, please call (262) 215-5303.

Halloween Happenings

In the month of October, little ghouls and goblins can celebrate the witching hour with a medley of events that celebrate things that go bump in the night. Throughout the month of October, the Timber Ridge Activity Team will host special seasonal happenings for visitors of all ages on Fridays and Saturdays. Activities will include pumpkin painting and decorating, arts and crafts; games; fun food offerings consisting of caramel apple sundaes, hot dogs, popcorn, s'mores and cotton candy; and more.

Grand Oktoberfest

The season would not be complete without a toast at the resort's Grand Oktoberfest soiree. On select Fridays and Saturdays during the month of October, revelers will be treated to traditional polka music and an extensive German dinner buffet at the Grand Geneva's ski chalet, which will be transformed into an honorary biergarten.

Attendees will be treated to a traditional feast, including bratwurst, spaetzle, schnitzel, sauerbraten and much more. The sounds of The Mike Schneider Band will fill the air on October 7 and 15, before passing the musical torch to polka star Steve Meisner on October 21 and 29. Food will be served at 6 p.m.; with concerts beginning at 7:30 p.m. Tickets are available for \$30,

which include concert admission and dinner buffet. During the concert, lawn seating will be available. Advanced reservations can be made by calling (262) 249-4788.

Overnight Adventures

Guests that want to experience all the resort has to offer can extend their stay at Timber Ridge and Grand Geneva by taking advantage of the special fall packages. Families looking for a fun holiday getaway can book Timber Ridge's **Fall Festival Package**, which includes:

- An overnight stay in a one-bedroom suite
- Four waterpark passes to Moose Mountain Falls
- Four passes to the resort's first corn maze
- Children's Halloween Amenity

Available September 9 to October 31, 2011, the Fall Festival package starts at \$169 per night for a one-bedroom suite, based on a family of four. Rates for a two-bedroom suite start at \$269 per night, based on a family of six, and include six corn maze passes and six passes to Moose Mountain Falls Waterpark. Rates are exclusive of tax and resort fee.

Visitors to the Fall Festival will also have access to Timber Ridge Activity Team events on Fridays and Saturdays in October. Events include pumpkin painting and decorating; fun food with caramel apple sundaes, hot dogs, popcorn, s'mores, and cotton candy; crafts, games and more. Additional fees may apply for these special events.

Guests looking for more grown-up fun can choose from two special Oktoberfest-themed packages. Available October 7 and October 21, the **Oktoberfest Friday Package** features an overnight stay in a deluxe guestroom, and access to the evening's festivities, complete with authentic German feast for two and concert admission.

Revelers who want to extend their stay can purchase the **Oktoberfest Weekend Package** which includes:

- A two-night stay in a deluxe guest room
- Oktoberfest dinner for two
- Concert admission on Saturday night
- \$60 dining credit

The Oktoberfest Weekend package is available for Friday and Saturday stays on October 14-15 and October 28-29. Rates for this two-night package start at \$478.

For more information about all of the resort's fall festivities or to make reservations for either of the special packages, please visit www.GrandGeneva.com or www.TimberRidgeResort.com.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an award-winning all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; two championship 18-hole golf courses; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor waterpark, 3,600-square-foot arcade, 3,500-square foot ballroom, and family barbecue restaurant. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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**FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW,
PLEASE CONTACT WAGSTAFF WORLDWIDE, 312.943.6900**