



FOR: GRAND GENEVA RESORT & SPA

7036 Grand Geneva Way

Lake Geneva, WI 53147

262.248.8811

www.grandgeneva.com

CONTACT: WAGSTAFF WORLDWIDE, INC.

Ana Espinoza / Emilie Zanger

312.943.6900

ana@wagstaffworldwide.com / emilie@wagstaffworldwide.com

GRAND GENEVA RESORT & SPA RESORT UNVEILS NEW SKI PACKAGES AND WINTER PROGRAMMING

Resort announces its participation in "National Learn How to Ski and Snowboard Month"

(LAKE GENEVA, WI; December 19, 2011) – It's time to suit up and hit the slopes at The Mountain Top at Grand Geneva. Located on the campus of the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com), the Mountain Top is one of Wisconsin's premier ski and snowboarding destinations, with 18 trails on three hills, 10 kilometers of scenic trails for cross-country skiing and snowshoeing and a terrain park for snowboarding. In honor of the 2012 ski season, Grand Geneva and its sister property [Timber Ridge Lodge & Waterpark](http://www.timberridge.com) are unveiling new initiatives, promotions and packages to fit all skill levels.

In January, the snow sports team will take part in national "**Learn to Ski and Snowboard Month**" (LSSM), an initiative that encourages children and adults to take lessons from professional instructors and challenges current skiers and snowboarders to improve their skills with advanced classes.

"Participating in this nationwide program was a natural fit for us," says Snow Sports Director Hans Hauschild. "The Mountain Top at Grand Geneva has a separate area just for beginners, and we make sure our instructors are in-tune with new skiers' needs."

Weekday Ski Specials

Visitors can take advantage of all the Mountain Top has to offer with special weekday promotions, including:

- **Twenty Dollar Tuesdays:** Travelers looking for a mid-week ski break can take advantage of this special that offers each family member a \$20 lift ticket, \$20 group lesson or \$20 ski rental, saving guests \$15 on the bundle of all three services over the weekend rate of \$75.
- **Half-Off Wednesdays:** Guests receive special half-off pricing on all equipment rentals, from skis to snowboards.
- **Two-for-One Thursdays:** To coincide with LSSM, every Thursday in January, the Mountain Top will offer a special Two for One deal, when visitors can receive two lift tickets and two beginner group lessons for the price of one.

Reservations are required for lesson times at 2 p.m., 4 p.m. and 6 p.m. For more information or to reserve a spot, please call the Ski School at 262. 245.7516.

After a day of instruction and snow, guests can extend their stay at the resort with the **Stay and Ski Free** package, featuring:

- Two tickets valid for one day of skiing or snowboarding at The Mountain Top
- Overnight accommodations in a newly renovated deluxe guest room

The **Stay and Ski Free** package is valid for Sunday through Thursday night stays, now through March 11, 2012. This package is not available on holidays or during holiday periods. Rates start at \$159 per night, exclusive of resort fee and tax. Package is weather permitting.

Hit the Slopes with Family

The Mountain Top also offers a variety of programs for families looking for a structured lesson for their snow bunnies-in-training.

“Parents that visit the resort can relax knowing their kids are with professionals,” says Hauschild. “We have over 70 instructors, with a select group that specializes in children’s programs.” Hauschild and his staff offer two ski school options:

- **Snow Cubs** – A special club offered in January and February, designed to introduce children 4 – 6 years of age to a snow experience. Professionally trained instructors coach children within a group setting.
- **Mountain Mites** – This three-week program was created especially for children 6 – 14 years of age. Kids learn skills under the supervision of professionally trained instructors, using a specialized teaching system.

The fun continues at Timber Ridge Lodge & Waterpark, where families can experience two vacations in one with the **Splash and Ski** package, featuring:

- Overnight accommodations in a one-bedroom suite

- Four passes to Moose Mountain Falls Waterpark
- Four lift tickets for one day of skiing or snowboarding at The Mountain Top at Grand Geneva
- 50% off ski rentals for children 11 years and younger

Rates for the **Splash and Ski** package start at \$249 per night for a one-bedroom suite, exclusive of resort fee and tax. Rates for a two-bedroom suite start at \$349 per night and include six waterpark passes and six lift tickets. Saturday stays require a two-night minimum stay with the package. Package is weather permitting.

“No matter when you visit, our team helps kids learn at their own pace amongst their peers,” Hauschild says. “We’re proud to be able to accommodate the whole family at Grand Geneva.”

To reserve accommodations at Grand Geneva, please call 800.558.3417 or visit www.GrandGeneva.com. For reservations at Timber Ridge Lodge, please call 866.636.4502 or visit 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