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GRAND GENEVA RESORT & SPA HOSTS 11TH ANNUAL "JOURNEY FOR L.I.F.E."

(LAKE GENEVA, WI; September 21, 2010)— [Grand Geneva Resort & Spa](http://www.grandgeneva.com) is proud to announce the programming for the 11th Annual "Journey for L.I.F.E.," an event sponsored by the resort's WELL Spa + Salon, benefitting breast cancer patients and their families who live in the surrounding communities. The WELL Spa + Salon will host the week-long event from October 10 to 15, 2010, and guests are invited to participate in a variety of activities designed to generate awareness and raise funds for the cause.

"Journey for L.I.F.E." programming includes:

- The event will kick off with the **11th Annual Breast Cancer 5K Walk & Canines for a Cure Dog Walk on Sunday, October 10, 2010**. Registration begins at 8:30 a.m. at the Grand Geneva's Mountain Top Ski Chalet, where participants will receive a commemorative t-shirt and enjoy a continental breakfast. The race will start at 9:45 a.m., after which all attendees will gather at the Ski Chalet for a picnic lunch and raffle.

Pre-registration is now open and priced at \$40 per person; a \$50 per person registration fee will be charged to guests who choose to sign-up on race day.

- The **11th Annual "Night Out for a Cure"** will mark the culmination of the week-long event on **Friday, October 15, 2010**. The celebration will take place inside the Grand Geneva's Grand Ballroom from 7 to 11 p.m. and feature a variety of delicious dinner stations, live music and dancing, as well as silent and live auctions. Reservations cost \$70 per person or \$600 for a table of ten, and can be made from now until Friday, October 8, by calling Theresa Rhyner at 262.239.4745.

A special room rate of \$139 per night at the Grand Geneva is also available for guests on Friday, October 15. Reservations can be made online at www.grandgeneva.com or by calling 800.558.3417 and referencing promo code **JOURNEY**.

Journey for L.I.F.E. is a non-profit organization sponsored through employees, friends, and members of WELL Spa + Salon and Fitness Center at Grand Geneva. Proceeds from the event will benefit cancer patients and affected families in Walworth County. For more information about the organization and this year's schedule of events, please call 262.239-4745 or visit www.grandgeneva.com/Golf_Spa_Ski/WELLSpa/journey_for_LIFE.asp.

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**