



**FOR: GRAND GENEVA RESORT & SPA**  
7036 Grand Geneva Way  
Lake Geneva, WI 53147  
262.248.8811  
[www.grandgeneva.com](http://www.grandgeneva.com)

**CONTACT: WAGSTAFF WORLDWIDE, INC.**  
Caroline Michaud/Emilie Zanger  
312.943.6900  
[caroline@wagstaffworldwide.com](mailto:caroline@wagstaffworldwide.com) / [emilie@wagstaffworldwide.com](mailto:emilie@wagstaffworldwide.com)

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**GRAND GENEVA AND TIMBER RIDGE WELCOME WINTER  
WITH NEW OVERNIGHT PACKAGES AND FREE SKIING VIA FACEBOOK**

(LAKE GENEVA, WI; October 23, 2010)— The temperature may be dropping, but winter fun is on the rise at the AAA Four Diamond [Grand Geneva Resort & Spa](#) and sister property [Timber Ridge Lodge & Waterpark](#). With The Mountain Top at Grand Geneva ski hill set to open for the season on Saturday, December 4, 2010, Wisconsin's premier all-seasons resort is pleased to unveil three new winter packages built for outdoor ski adventures and indoor waterpark play. In addition, Grand Geneva is thrilled to reveal the details of its forthcoming Opening Ski Weekend Facebook offer and weekly photo contests that allow guests to redeem free lift tickets for the 2010-2011 ski season.

New winter package offerings on the Grand Geneva campus include:

- **Stay and Ski Free at Grand Geneva**

Guests who stay at Grand Geneva Sunday through Thursday can enjoy free skiing at The Mountain Top, one of Wisconsin's premier ski and snowboarding destinations. The Mountain Top is located on the Grand Geneva's campus and offers 18 exhilarating downhill ski slopes, a snowboarding terrain park and 10 kilometers of scenic trails for cross-country skiing and snowshoeing. Guests who book the **Stay and Ski Free** package will receive:

- 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 from December 12, 2010 through March 4, 2011, excluding December 25, 2010 through January 1,

2011. Rates start at \$139 per night, exclusive of resort fee and tax. Package is weather permitting.

- **YESvember at Timber Ridge**

With the holidays right around the corner, November is the perfect time to say “yes” to a family getaway at Timber Ridge Lodge & Waterpark. The **YESvember** package offers guests exciting adventures at Moose Mountain Falls Waterpark, dining credit and other perks to make it a trip to remember. The package includes:

- Four passes to Moose Mountain Falls Waterpark
- \$50 dining credit to enjoy at Smokey’s Bar-B-Que House or The Hungry Moose Food Court
- 40 tokens for use in Crazy Coyote’s Arcade Cave
- Overnight accommodations

The **YESvember** package is valid November 1 through November 30, 2010, with rates for a one-bedroom suite starting at \$159 Sunday through Thursday, and from \$199 on Friday and Saturday. Rates for a two-bedroom suite include six passes to Moose Mountain Falls Waterpark and start at \$259 Sunday through Thursday, and from \$299 on Friday and Saturday. All rates are exclusive of tax and resort fee.

- **Splash and Ski at Timber Ridge**

Waterpark fun and skiing for the whole family: Who says you can’t have both? Families who book the **Splash and Ski** package at Timber Ridge Lodge & Waterpark get the best of both worlds, with the chance to splash and play at Moose Mountain Falls Waterpark and then hit the slopes at The Mountain Top ski hill. This crowd-pleasing package features:

- Four passes to Moose Mountain Falls Waterpark
- Four lift tickets for one day of skiing or snowboarding at The Mountain Top
- 50% off ski rentals for children under age 11
- Overnight accommodations

The **Splash and Ski** package is valid December 12, 2010 through March 4, 2011, with rates starting at \$199 per night for a one-bedroom suite, exclusive of resort fee and tax. Rates for a two-bedroom suite start at \$299 per night and include six waterpark passes and six lift tickets. During the Holiday Ski Period, December 25 through 30, 2010, rates start at \$309 for a one-bedroom suite and \$439 for a two-bedroom suite. On Fridays and Saturdays, families can extend their experience with a **two-night Splash and Ski** package, with rates starting at \$409 for a one-bedroom suite and \$609 for a two-bedroom suite. Package is weather permitting.

### **Opening Ski Weekend Facebook Promotions**

As a follow-up to Grand Geneva’s wildly successful 2009 Opening Ski Weekend Facebook promotion, the resort is pleased to reveal this year’s campaign. From Monday, November 1 through Sunday, December 5, 2010, fans of Grand Geneva on Facebook will be able to visit a

custom ski tab on the resort's page, where they can print one free ski lift ticket per person to redeem during opening weekend, December 4-5, 2010, as well as link to the Grand Geneva's website to book overnight accommodations this winter.

In addition, from Monday, November 1, 2010 through Friday, December 3, 2010, the resort will launch a weekly Facebook photo contest, encouraging guests to submit photos that show how they are preparing for the winter ski season. All entries will be compiled into image galleries on Flickr and Facebook, and one winner each week for the five-week period will be chosen based on fan "likes" to win two Mountain Top ski lift tickets valid throughout the 2010-2011 ski season. For official rules and more details, visit [www.facebook.com/grandgeneva](http://www.facebook.com/grandgeneva).

### **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](http://www.grandgeneva.com).

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