



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 / Kelsey O'Neill
312.943.6900
ana@wagstaffworldwide.com / koneill@wagstaffworldwide.com

THE GRAND GENEVA RESORT & SPA INVITES GUESTS TO HIT THE SLOPES

Opening weekend giveaway event kicks off another season of snow fun

(Lake Geneva, WI; November 28, 2012)—As the temperatures drop, Lake Geneva's "coolest" winter destination is kicking off its ski season with a special giveaway. On Saturday, December 8, and Sunday, December 9, the AAA Four-Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com), owned and managed by Marcus® Hotels & Resorts, will be gifting Facebook fans with free area tickets to [The Mountain Top](http://www.grandgeneva.com) ski hill.

As part of the "Back to the Slopes" initiative, fans of the Grand Geneva and the Timber Ridge Lodge & Waterpark Facebook pages that have "liked" the page will be able to print out a complimentary ticket to hit the slopes on the 18-trail hill. Complimentary ski passes will be honored on opening weekend, weather permitting. For more information on obtaining free area tickets, please visit www.facebook.com/GrandGeneva and www.facebook.com/TimberRidgeWaterpark.

The "Back to the Slopes" event marks the beginning of the resort's seasonal ski program, featuring deals, classes and snow fun for all ages and ski levels.

Snow Fun for the Whole Family

The Mountain Top at Grand Geneva is staffed by a dedicated squad of over 70 ski instructors, with a select group that specializes in teaching children and beginning skiers. Led by Snow Sports Director Hans Hauschild, the ski team at The Mountain Top offers two ski programs created especially for kids:

- **Snow Cubs** – This program, offered in January and February, is taught by professionally trained instructors in a group setting and is designed to introduce children 4 – 6 years of age to a snow experience.
- **Mountain Mites** – This three-week program for children 6 – 14 years of age teaches ski skills under the supervision of professionally trained instructors, using a specialized teaching system.

In addition, the resort will once again be taking part in the nationwide “**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. As part of the program, The Mountain Top will also be participating in LSSM’s [“Bring a Friend Challenge.”](#) There are two ways to participate:

- Skiers or snowboarders can introduce a friend to a beginner lesson from a professional instructor.
- Novice skiers or snowboarders can bring along a buddy to a beginner lesson from a professional instructor.

Participating guests will be entered in a contest for weekly prizes of snow gear and a grand prize ski vacation. For additional details, please call The Mountain Top team at 262.249.4726.

Ski Offers All Season Long

All visitors to The Mountain Top ski hill can take advantage of special deals and packages, whether they’re visiting for the day or extending their stay at the Grand Geneva or the Timber Ridge Lodge.

Weekday specials are a great way for families to ski on a budget, while enjoying a less crowded ski hill. Deals include:

- **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 a bundle of all three services over the regular weekend rate of \$75.

- **Half-Off Wednesdays:** Guests receive special half-off pricing on equipment rentals, from skis to snowboards, every Wednesday throughout the season.
- **Two-for-One Thursdays:** To coincide with LSSM, The Mountain Top will offer a special Two-for-One deal. Two lift tickets and two beginner group lessons will be available for the price of one every Thursday in January.

Ski and Stay at The Grand Geneva

Overnight packages combine the fun and exhilaration of the ski hill with the vacation amenities of the Grand Geneva Resort and Timber Ridge Lodge. Packages include:

- **Stay and Ski Free:** Guests who book this package receive an overnight stay at the Grand Geneva in a deluxe guestroom with two area tickets to The Mountain Top. As a bonus, visitors will receive 20% off spa services at the WELL Spa + Salon. Rates start at \$159 per night.
- **Splash and Ski.** Combine the best of both worlds with this package at the Timber Ridge Lodge. Guests receive an overnight stay in a one-bedroom suite, four waterpark passes and four area tickets to The Mountain Top. Children under age 11 also receive 50% off their ski rentals. Rates start at \$259 per night.

About The Mountain Top at Grand Geneva

Nestled on the resort's 1,300 acre campus, 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 a terrain park for snowboarding. And if there's no snowfall in the forecast, the Grand Geneva can employ a fleet of 20+ snow-making machines to create icy flakes for skiing.

For more information or to reserve accommodations at Grand Geneva, please call 800.558.3417 or visit www.GrandGeneva.com. For more information on the latest news and updates from Marcus Hotels & Resorts, please visit: <http://media.marcushotels.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. For more information, please visit www.grandgeneva.com and follow us on [Facebook](#) and [Twitter](#) (@Grand_Geneva).

About Marcus Hotels & Resorts

[Marcus Hotels & Resorts](#), a division of [The Marcus Corporation](#) (NYSE: MCS), owns and/or manages 20 hotels, resorts and other properties in 11 states. A force in the hospitality industry, Marcus Hotels & Resorts provides expertise in management, development and historic renovations. The company's portfolio includes a wide variety of properties including city-center meeting hotels, upscale resorts and branded first-class hotels. For more information, please visit www.marcushotels.com and follow the company on [Facebook](#) and [Twitter](#) (@MarcusHotels).

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