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BIG BEAR SPRINGS FOR WEEKEND DEALS

Big Bear Extends Its Affordable Lift & Lodging Packages for Weekend Guests

Big Bear Lake, Calif. March 11, 2009 – Skiers and snowboarders can now take advantage of midweek discounts on the weekends! Big Bear Lake Resort Association announced today that its Lift and Lodging Packages are now valid weekends starting Friday, March 20 until the end of the 2008/2009 ski season. Big Bear is experiencing the best natural snowfall in years, and Big Bear Mountain Resorts will continue operating well into April! Lift and lodging packages provide a 25 percent discount on both lift tickets and lodging accommodations per person, per night, with double occupancy, making it the ideal spring break getaway

“The snow coverage remains excellent in Big Bear, and our deeply discounted lodging packages will only make a weekend getaway this spring more pleasurable.” said Big Bear Lake Resort Association CEO Ken Brengle. “Weekend travelers normally don’t get a break, but this spring we have some really hot deals on Fridays and Saturdays, including Easter Weekend.”

During these economic times it makes sense to plan for a spring skiing vacation within a reasonable driving distance, rather than paying outrageous prices on airfare to a faraway destination. Big Bear Lake, Southern California's premier ski and snowboard destination, is an easy two-hour drive from most Southland cities and only three hours from Las Vegas. Big Bear has quality snow and is a close by and affordable alternative to more distant resort destinations.

“We want to give our customers an opportunity to save money in this economy,” added Brengle. “It makes more sense for people living in Southern California to stay close to home for their spring break.”

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Midweek Lift & Lodging Packages

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Lift and Lodging packages include discounted lodging at one of Big Bear's participating lodges and discounted, all-day, lift tickets good for either or both Snow Summit and Bear Mountain.

Lift tickets do include complimentary shuttle service between both resorts. Packages are good for lodging arrivals with skiing or snowboarding seven days a week starting March 20, 2009 through the end of the 2008/2009 ski season. For more details about these great package deals, log onto www.bigbear.com or call 1-800-424-4232.

Big Bear Mountain Resorts, which includes Southern California's premier ski resort, Snow Summit, and the nation's first all-mountain freestyle park, Bear Mountain. Combined together, both resorts offer 55 runs, 26 lifts, 4 high-speed chairs, 150 jumps, over 80 jibs and boxes, two half pipes and Southern California's only Superpipe! Big Bear Mountain Resorts also offers a guaranteed ski or snowboard learning experience that is easy and exciting for all ages!

Big Bear Lake is unique from other Southern California ski resorts because of its wide variety of alpine-style lodging that fits every lifestyle and budget. Choices range from full service hotels to charming bed & breakfasts, private homes, cozy condos and rustic cabins. Whether it is lakefront, in the village, or countryside, every lodge in Big Bear creates a warm and inviting atmosphere.

For all there is to see and do in beautiful Big Bear Lake, make lodging reservations, request a free Visitors Guide or reserve midweek lift & lodging packages, log on to www.bigbear.com or call 1.800.4.BIG.BEAR (1.800.424.4232).

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