



Winter 2007/08

FOR IMMEDIATE RELEASE

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MAMMOTH STORY IDEAS

1. **Avalanche Beacon Basin Training Park** – Mammoth Mountain Ski Patrol and the Eastern Sierra Avalanche Center opened the Avalanche Beacon Basin Training Park in February 2007. The purpose of the system is to give backcountry enthusiasts an opportunity to practice their avalanche beacon skills in a free, friendly and safe environment. The Park is located in Gus' Pasture next to Main Lodge at Mammoth Mountain Ski Area. Nine beacons are buried at various depths in the park, which can accommodate multiple users simultaneously. To use the Park participants need to provide their own transceivers and equipment. The beacons, which are simply transmitters and not transceivers, are covered by two foot discs in order to provide a target for probing. Participants switch on the control panel and search out the corresponding beacons. The Avalanche Beacon Basin Training Park is free to the public and is supported by the Eastern Sierra Avalanche Center, Backcountry Access, Mammoth Mountaineering Supply and Mammoth Mountain Ski Area.

2. **Top of the Sierra Interpretive Center & Café** – The state-of-the-art Top of the Sierra Interpretive Center, which opened in March 2007, educates visitors about the surrounding area and the dynamic nature of the Eastern Sierra. The center features five interactive displays about local geology, hydrology and the volcanic history of Mammoth Mountain, the Long Valley Caldera and more. Through window lined-walls, guests get a 180-degree bird's eye view of peaks, valleys, rivers, volcanoes and glacial rock formations – along with explanations of the geographic sights. Guests can also grab a bite to eat at 11,000 feet at the Top of the Sierra Café, which serves a selection of sandwiches, paninis, grab-and-go salads, soups, snacks, beverages and beer.

3. **Spring is King** – Long seasons and lots of sunshine – that's Mammoth, which is consistently rated among the best for spring snow conditions. Well-fortuned geography (and the grace of Mother Nature) blesses Mammoth Mountain with large quantities of the fresh white stuff well into March, April and May. With 70% sunny days, an annual average snowfall of over 400 inches (33 feet) and seasons lasting 200-250 days, Mammoth offers more days on the hill than any resort in California. Pair these conditions with fun events that include Spring Fest, Easter Pond Skim, West Coast Invitational Fiesta de la Pipa and Rail Jam and late season deals on lodging and lift tickets, and it makes sense that more spring breakers are ditching the beaches to carve turns on the slopes of Mammoth.

4. **Mammoth Under the Stars** – Visitors no longer need to stay indoors after the sun goes down - now they can experience two exciting after-hours on-snow activities under the clear night sky. Tamarack Cross Country Ski Center offers **Full Moon Tours** - guided snowshoe or cross country ski excursions through the surrounding wilderness of Tamarack Lodge. These tours provide a unique opportunity to view Mammoth Lakes under the moonlight with an experienced guide. Dessert by the fire completes the adventure. Reservations are required and can be made by calling 760.934.2442 ext. 7. Those who prefer a more elegant evening affair will love **Parallax Snowcat Dinners**. On Friday, Saturday and special holiday nights visitors can take in the scenery of the slopes on a unique snowcat outing. Guests meet at the Mammoth Mountain Inn for a glass of champagne and then climb aboard one of Mammoth's state-of-the-art snowcats for a ride up to Parallax restaurant, located mid-mountain at McCoy Station. With the lifts closed for the night guests will enjoy an elegant dinner with a panoramic view of the Minarets. The

Parallax experience includes a four-course meal and expertly selected wine with each course. Reservations are required and can be made by calling 800.MAMMOTH.

5. **Freeride Mecca** – Mammoth draws top ski and snowboard athletes to the mountain with its Unbound Terrain Parks. Mammoth is constantly developing its parks and pipes to provide the ideal training zone for both established and up-and-coming athletes. The 2007/08 Mammoth Team riders are: Mason Aguirre, Molly Aguirre, Chris Benchetler, Greg Bretz, Tommy Czeschin, Tara Dakides, Tyler Flanagan, Matt Hammer, Trevor Jacob, Danny Kass, Kristi Leskinen, Mercedes Nicoll, James Shoshone, Gabe Taylor and Eddie Wall. Mammoth's hard-working and talented Unbound Terrain Park staff is led by an ultra-experienced park crew of industry pioneers that include: director Oren Tanzer, Mike Gerstner, Danny Rossier and Chris Zajec.

6. **“Green” Mammoth** – Mammoth Mountain has implemented multiple initiatives and educational programs to lessen the Ski Area's impact on the Inyo National Forest and the environment as a whole. Mammoth is designing the new Eagle Lodge as a “green building” that incorporates green building design components, including a focus on the development and use of geothermal energy to provide heat. **Eagle Lodge** is planned to be a **LEED certified** green building, with the goal of obtaining a Silver rating. Mammoth uses **bio-diesel fuel** throughout our diesel fleet of snowcats and shuttle buses, working with companies to establish a local supply chain. You will see organic/fair trade coffee, **biodegradable** napkins and other products in on-mountain eateries, as well as motion-sensored lighting fixtures in restrooms to reduce energy consumption. We **recycle** around 15 different material types at the Ski Area, from everyday products such as water bottles to **Boneyard Sales** that sell scrap metal, used chairlifts and other large materials for reuse. Mammoth Mountain is a founding member of the **High Sierra Energy Foundation** and continues to monitor renewable energy technologies such as **solar and wind power** for future use. Additionally, Mammoth has staffed a full time **Environmental Programs Department** for the last seven years.

7. **Summer in Mammoth** – The adage, “Locals come to Mammoth for the winter but stay for the summer,” explains a facet of Mammoth often overlooked: summertime. When the snow melts, the sun warms the dramatic landscape of high-reaching mountains and glistening mountain lakes. It is here that multiple generations of fishermen in search of trophy trout cast their lines every year, golfers hit the links, and mountain bikers take to the expanse of single-track trails.

8. **Geocaching Adventures** – Mammoth has launched a new and exciting teambuilding activity that takes place on the mountain itself. Geocaching is a high tech version of a scavenger hunt using Global Positioning Systems and well-written clues. Geocachers are broken into teams and compete against each other to find treasures hidden all over Mammoth. Geocaching can be done in any season, on foot, on a mountain bike, or on skis and snowboards. Mammoth Mountain provides the perfect environment for this adventurous game.

9. **Glamorous Mammoth** – Mammoth has always been a winter playground for Hollywood stars. With Mammoth's ideal location just a 5 hour drive north of Los Angeles or an even shorter flight into the private Mammoth/Yosemite Airport, it is a quick getaway for celebrities. Justin Timberlake and Cameron Diaz have been spotted on the slopes, Pink and Carey Hart got engaged at the Mammoth Motocross and even California Governor Arnold Schwarzenegger is a frequent Mammoth visitor.

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.6 million annual skier visits, Mammoth Mountain is currently the third most frequented resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village at Mammoth and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit MammothMountain.com or call 800.MAMMOTH.