

SUN VALLEY CONTINUES THEIR DISTINCTIVE MULTIPLE-DAY LIFT TICKET EXCHANGE PROGRAM

SUN VALLEY, ID — Sun Valley's Lift Exchange Program is on its way to becoming one of the resort's unique and distinctive traditions. Customers continue to have the opportunity to redeem multi-day Adult (3-day or more) lift tickets for other activities

Because of the myriad winter-time activities and adventures tucked within the Sun Valley walking village, the resort has developed a unique program providing skiers and snowboarders many other options with the purchase of a multiple-day lift ticket.

Here's how it works. Since Sun Valley Resort owns and operates the entire ski area, Sun Valley hotels, accommodations and all the village amenities - goods and values can be exchanged. This allows skiers and snowboarders purchasing multiple-day lift tickets the option of redeeming one day for many other activities - at no charge.

If you need a ski break from their world class mountains, you can now choose one of the following options already built into the multiple-day lift ticket.

- Massage at the Sun Valley Salon & Day Spa
- Sun Valley Nordic Package
- Snowshoe rental and lunch at historic Trail Creek Cabin
- Ice Skating Package and lunch at Gretchen's Restaurant
- Sunday Brunch for two at the Sun Valley Lodge Dining Room
- Dinner at the Ram Restaurant and movie at the Opera House
- Dinner for two at Bald Mt. Pizza and movie for two
- Shopping at the Sun Valley Lodge or Village Gift Shops.

- Sleigh Ride and lunch at Trail Creek Cabin
- Exchange options also include a Sun Valley musical snow globe, a vintage porcelain platter, or a hand painted, numbered edition Christmas ornament.

For more info on this new program which optimizes your Sun Valley ski experience for the whole family, call the Sun Valley Recreation Office, (208) 622-2135.

Here's More Details on the Available Exchanges

Nordic Package: Cross-country trail day pass and a complete rental equipment package at the Sun Valley Nordic & Snowshoe Center.

Snowshoe Rental & \$10 Off Clubhouse Lunch: One snowshoe rental from the Sun Valley Nordic & Snowshoe Center with \$10 off lunch at the Sun Valley Club.

Ski or Snowboard Group Clinic or Private Lesson: \$40 off one two-hour adult-only group ski or snowboard clinic or private lesson (beginner to advanced) with a Sun Valley SnowSports School instructor.

Ice Skating Package with Lunch: One general session of ice skating, skate rental at the outdoor ice rink and one lunch at Gretchen's Restaurant in the Sun Valley Lodge.

Sunday Brunch in the Lodge Dining Room: \$40 off Sunday buffet brunch for two at the elegant Lodge Dining Room, located on the second floor of the Sun Valley Lodge.

Lift Ride & Lunch at Roundhouse: One foot-passenger lift ticket on Bald Mountain and one lunch at the historic Roundhouse Restaurant, located midway up the River Run side of Bald Mountain.

Dinner and Entertainment Package #1: \$40 off dinner at The Ram Restaurant and a show at the Boiler Room,

located in the Sun Valley Village. Boiler Room show dates and entertainers vary weekly.

Dinner and Entertainment Package #2: Dinner for two at Bald Mountain Pizza & Pasta and a show for two at the Boiler Room, located in the Sun Valley Village. Boiler Room show dates and entertainers vary weekly.

Massage: Relaxing 1/2 hour massage at the Sun Valley Salon & Day Spa located in the Sun Valley Lodge. Advance reservations are required.

Gifts: Exchange one of your multiple one-day adult lift tickets at the Sun Valley Signature Store or Lodge Gift Shop for either a snow globe, vintage Sun Valley porcelain platter or a hand-painted, numbered edition Christmas ornament.

Sun Valley Heli-Skiing: Experience the exhilarating thrill of helicopter backcountry skiing with Sun Valley Heli Skiing. Exchange your ski lift ticket and get \$40 off the day rate. For reservations and details call (208) 622-3108. Visit www.sunvalleyheliski.com for more info.

Village Shopping: \$40 off one purchase at one of the following Village shops: Pete Lane's Mountain Sports, Brass Ranch, Sun Valley Gift Shops, Sun Valley Signature Store or Kitzbuhel.

*All activities/services are subject to availability. Depending on conditions, some venues may not be in operation. Please check with the Sun Valley Recreation Center (208) 622-2135.

All lift tickets and interchangeable activities tickets are not redeemable for cash and are non-transferable.

Please visit online at www.sunvalley.com or you can also log on via an easily found link on the homepage of www.skiernews.com or call 1-800-786-8259.



Not only are we rich in history,
but we also offer a wealth of options.

They've come here for generations. The adventurous, the seekers, and those who just need a place to get away from the cares of a busy world. Here in Sun Valley we're as steeped in history as we are in ski runs. And if that history has taught us anything, it's that people need a place to indulge their adventurous side as well as their more restful side. Which is why we created our Lift Ticket Exchange Program. Spend a few days letting it all out on the mountain, then redeem a day's lift pass for one of the many other reasons people return to Sun Valley year after year: Try cross-country skiing or snowshoeing, take your group ice-skating, indulge in a massage, or even a gourmet meal. The choice is yours, and your historic vacation awaits.



For resort information and reservations call 1.800.786.8259 or www.sunvalley.com



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