

DIAMOND PEAK GETS MAJOR BASE LODGE EXPANSION

INCLINE VILLAGE, NV — Diamond Peak Ski Resort, with a top elevation of 8,540 feet, is recognized for its family-friendly atmosphere, incredible lake views, and perfectly groomed runs on 655 acres of terrain. Now in its 42nd year, Diamond Peak offers a newly renovated, \$4 million Base Lodge, a thriving Child Ski Center, new and exciting events, great Ski and Snowboard School packages, and a variety of options to customize your day at Diamond Peak.

\$4 MILLION BASE LODGE RENOVATION

The Diamond Peak Base Lodge Renovation includes a major facilities upgrade to its main lodge with the core goal of improving service to Diamond Peak customers. This renovation includes new restrooms in the Loft Bar area and, on the upper level, a 300-square-foot banquet room for special events. Guests will also find raised loft ceilings with skylights, an upper deck with heated paving stones, new offices, fresh paint, new carpet and new fixtures. The Rental Shop was expanded a total of 800 square feet to ease flow and hold more equipment.

AFFORDABLE LIFT TICKETS & PROGRAMS

Diamond Peak's lift ticket prices are some of the least expensive in Tahoe. Full day prices range from \$49 (adult, 18-59) to \$39 (youth, 13-17) to \$18 (child, 7-12 and seniors 60-79) and free for 6 and under, and free for 80 and over.

A mini pass is a great alternative to a season pass! It is transferable and valid any day. Ski for as little as \$32 a day when you buy a 7-day mini pass or \$43.50 with a 2-day mini-pass. Three and five day mini-passes are also available.

An interchangeable parent's pass is a daily ticket available for \$49. This allows parents to swap their lift ticket as one skis and the other watches the little ones in the new base lodge.

THE BEE FERRATO CHILD SKI CENTER

The Child Ski Center has excellent instructors who help foster the concept that skiing is enjoyable and entertaining for kids. The Child Ski Center is nationally recognized for its innovative programs and contribution to lifetime fun. Now in its 21st year, the Bee Ferrato Child Ski Center is giving away a penguin toy, free, with every Child Ski Center lesson purchase.

MORE GREAT DEALS

The "Diamond Pete Special" is for kids ages 3-7 who want to get the full Diamond Peak experience. This program includes two hours of private instruction, two hours or indoor supervision and lunch for \$235. Parents can enjoy some skiing on their own while kids are learning and having fun.

The "All Day Value Package," for kids ages 4-7, has expanded hours this year to give parents more time on the slopes. Leave your kids for the whole day from 8:30 pm- 4 pm.

For \$125 kids can enjoy an all-day group lesson, lunch and supervision, rentals not included.

PRIVATE LAST TRACKS

Diamond Peak's very popular Last Tracks is an event held every Saturday afternoon-to-evening in March. Now you can book a Private Last Tracks where you can have a memorable private Last Tracks event for your company or special occasion in the mid-mountain Snowflake Lodge. Enjoy wine and appetizers, then ski or ride down at sunset on a freshly groomed blue corduroy run. A Private Last Tracks costs \$800 for any number of people up to 25 or you can add on people up to 50 for an additional \$32 per person.

LODGING DEALS

Diamond peak has partnered with some of the best area lodging to create new ski and stay packages. Here are some of the deals:

Club Tahoe (1 mile away)
1-800-527-5154;
\$145-\$250 per night

Hyatt Regency Lake Tahoe Resort, Spa and Casino (1 mile away) 1-800-553-3288
\$130 per person/double occupancy

Parkside Inn at Incline (.5 miles away)
1-800-824-6391
\$63 per person (midweek)

Vacation Station (1 mile away)
1-800-841-7443
\$93-\$1500 per night

SIGNATURE SPECIAL EVENTS

January 4- 2nd Annual Poker Run
January 12-16- Learn to Ski & Ride Week
March 1- Sick & Twisted Slopestyle
March 7 - 4th Annual Vertical Challenge
March 28- Uphill Downhill Race
March 29- 9th Annual Dummy Downhill Last Tracks – on selected Saturdays during the season

NEW SPECIAL EVENTS

January 24-26- DP Jiblet 3-day Event
April 5- Snowbomb Littlest Air Competition

Diamond Peak is located in Incline Village, Nev., and is a 30-minute scenic drive from Reno and 35 miles from the Reno/Tahoe International Airport (RNO) over Mount Rose Highway, Hwy 431. Diamond Peak is 2.5 hours from Sacramento and 3.5 hrs from San Francisco. Take I-80 E to Truckee, south on 267 and follow the scenery over Brockway Summit to Rt. 28, turn left to Country Club Drive to Ski Way and follow the signs to Diamond Peak.

For more information about any of these programs or about Diamond Peak in general, visit www.diamondpeak.com or call (775)-832-1177.



Go Where The Kids Go.

Family & Friends Packages and Specials Available Online

Diamond Peak features a kid friendly mountain, two top rated ski schools, close convenient parking and is perfectly located in Incline Village with breathtaking views of Lake Tahoe.

\$87 2 Day Mini-Pass

Valid any day. Transferable. Purchase online.

All day adult lift ticket \$49

\$49 Interchangeable parent pass

NEW THIS SEASON:

Bigger and Better Base Lodge

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FIND IT on NORTH LAKE TAHOE'S WEB SITE

TAHOE CITY, CA — Lake Tahoe Central Reservations recently launched a web site designed to make it easier for visitors to access complete info about the area, as well as book their vacation directly online.

Updated daily, this useful website, for North Lake Tahoe Resorts and hotels, features downhill and cross-country ski reports, live cameras focused on Lake Tahoe, road and weather information, resort facts and figures, special events calendar, meeting and travel planning information, and in-

stant online booking for lodging properties around Lake Tahoe.

Lake Tahoe Central Reservations is a division of the North Lake Tahoe Resort Association. They provide details on lodging reservations, recreation and events.

For more information, please call the North Lake Tahoe Resort Association at 1-877-949-3296 or visit the North Lake Tahoe Resort Association's website via an easily found link on the right side of the homepage of www.skiernews.com

WHAT'S NEW IN NORTH LAKE TAHOE FOR WINTER 2008-09

INCLINE VILLAGE, NV – The north shore of Lake Tahoe has many exciting opportunities for guests from an assortment of great lodging to outstanding ski resorts. The casino nightlife adds another dimension for which Lake Tahoe is famous. Here is a brief summary of "What's New" and "What's Available" for visitors to Tahoe's North Shore this winter.

ALPINE MEADOWS BOLSTERS SKI/SNOWBOARD SCHOOL

Alpine Meadow's ski and snowboard school will offer a variety of new lessons and programs this winter, including the Burton Learn-to-Ride (LTR) Center, which introduces newcomers to snowboarding on beginner-specific equipment. The Burton LTR program also teaches guests about snowboarding safety, fun lingo and terminology and gives tips on how to progress.

Alpine will also expand its popular kids' program from two to four divisions, helping kids learn faster and giving parents more choices. The divisions will now include the Munchkins Camp for 3- and 4-year-olds while 5- and 6-year-olds can head to either the Grommet Camp for snowboarding or the Ripper Camp for skiing. The Mountaineer Camp will offer coaching for skiers and riders ages 7 through 12.

An additional surface lift has also been added to the beginner learning area. The new Sun Kid Surface Lift will offer convenience, a faster learning curve and more time for sliding down the slopes.

DIAMOND PEAK BASE LODGE EXPANDS AND UPGRADES

The base lodge at Diamond Peak recently completed the first part of a two-phase upgrade. The \$4-million renovation increased the floor space by 30,000 feet, or approximately 30 percent. Additions included new restrooms in the Loft Bar area, 300-square-foot banquet room for special events, an outside deck, expanded rental and repair shop, raised loft ceilings with skylights and heated paving stones on the upper deck.

NORTHSTAR INCREASES ACCESS ADVANCE TERRAIN

The new Martis Camp Express Lift (formerly Lookout Express) was installed this past summer. It will enable access to

more advanced terrain in the Lookout Mountain Area of Northstar. The high-speed quad is located inside the Martis Camp development at the base of Lookout Mountain and allows guests to reach the top of the mountain in six minutes. The new lift will allow Martis Camp property owners direct access from their homes to Northstar Resort while creating new terrain for all Northstar skiers and riders.

A new intermediate trail named Washoe, terminating at the base of the new lift and featuring top-to-bottom snowmaking, has also been added. The Prosser, Stampede and Martis Trails were also extended into Martis Camp, with extended snowmaking added to Prosser and Martis. The upgrades were part of more than \$13 million in renovations to the resort.

Guests to Northstar will also find more dining options. Baxter's Bistro and Lounge, set to open this December, will be operated by JJ Morgan and Mark Estee, the pair behind Truckee's popular Moody's Bistro and Lounge. Baxter's will feature a lively, entertaining atmosphere paired with first-rate cuisine and live music from some of the country's top jazz acts. The Village will also welcome the Chocolate bar, serving appetizers, desserts, wine, spirits and signature Chocolate Bar cocktails while the new Euro Gelato will offer gelato, ice cream, specialty chocolates, desserts and beverages.

SQUAW VALLEY GETS SMART CARD LIFT TICKETS

Squaw is implementing one of the most technologically advanced ticketing systems in the world. The AX500 Smart Gates & Smart Card allows guests to access lifts more efficiently and quickly by automatically scanning tickets and passes located in pockets as they pass sensors approaching the lifts.

Guests of all abilities can experience out of bounds excitement with Squaw's new customized backcountry tours. Certified backcountry guides will lead groups out of bounds on private runs that are normally closed to the public.

The world's top international freeskiers and riders will be granted the rare opportunity to conquer the steep and seemingly unskiable rock face below Squaw Valley's Tower One (known as

"Tram Face") at the Nissan Tram Face event February 27 - March 5. The face's previously permanent closure makes it one of the most coveted lines to extreme freeriders.

TAHOE MARITIME MUSEUM NOW OPEN YEAR ROUND

The Tahoe Maritime Museum will keep its doors open for the first time this winter, as the popular West Shore attraction begins year round hours this fall. The museum, which recently underwent a multi-million-dollar renovation and expansion, features information about local history, an exquisite collection of wooden boats, a film "Tahoe Memories," historic photos and an activities area for kids. Winter hours are Fridays through Sundays from 10 a.m. to 5 p.m. beginning in October. The museum will return to a six-day schedule in May.

HOTEL AVERY SETS SIGHTS ON DOWNTOWN TRUCKEE

JMA Ventures, owners of Alpine Meadows and Homewood Ski Resorts, is planning to open Hotel Avery in historic downtown Truckee. The proposed project, which received endorsement from the Town of Truckee Historic Preservation Advisory Commission last spring, will sit on the banks of the Truckee River and offer high-end service and amenities, upscale dining, underground valet parking and fitness and spa area. Preliminary plans call for construction to begin in late spring 2009 with a 2010 holiday opening.

North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. For lodging reservations, recreation and event details, call North Lake Tahoe at 1-877-949-3296 or visit www.GoTahoeNorth.com. Visitor information centers are located at 380 North Lake Boulevard in Tahoe City, Calif. and 969 Tahoe Boulevard in Incline Village, Nev.

The North Lake Tahoe Marketing Cooperative is a partnership between the Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Resort Association to further promote North Lake Tahoe as a premier, year-round destination.