

Winter 2010 Media Kit



SHANTY CREEK RESORTS®
SUMMIT · SCHUSS · CEDAR RIVER

Michigan's Favorite Resort. Again.

SHANTY CREEK RESORTS ANNOUNCES 2009/2010 SKI PACKAGES Northern Michigan ski resort offers Michigan's most affordable ski packages

Bellaire, MI – Shanty Creek Resorts, one of Northern Michigan's premier ski resorts, invites families and skiers of all abilities to experience Michigan's best skiing value by taking advantage of a variety of 2009/2010 ski packages at Schuss and Summit Mountains.

If you are looking for that winter ski resort where family and value are your priorities, then you should consider Shanty Creek Resorts. The award-winning resort is offering an array of affordable ski package options that solidify Shanty Creek as one of the Midwest's premier winter sports destinations. Shanty Creek Resorts ski packages include:

America's Most Affordable Lift Ticket

Shanty Creek Resorts will be unveiling one of America's most affordable lift ticket options for just \$10 per day on the Summit Mountain. This low cost lift ticket option might become Michigan's most popular ski opportunity this season and certainly one of the best ski values in America. This lift ticket package also includes \$15 ski rentals. Whether you are a beginner, a family, or an experienced skier, this affordable lift ticket is available every weekend, creating the perfect opportunity to enjoy a day of skiing for little cost. In addition, a family of four, all skiing/riding at Summit, can spend the day on the slopes for only \$40.00 with your own equipment, and only \$100 including rentals.

The Summit Ski Package

Families will be sure to take advantage of the affordable Summit Ski Package, which starts at \$75 per person per night on the weekends. This package, which requires a two-night stay, includes lodging in a condo guestroom, two-day Summit ski slopes ticket, and complimentary skiing night of arrival. In addition, children under 8-years of age ski FREE and children under 12 eat FREE.

The Midweek Ski Package

For even greater value, skiers should check out the Midweek Ski Package at Shanty Creek, which starts at only \$54 per person. This package, which is available Monday – Friday, includes lodging in a condo guestroom, one-day lift ticket good for any of Shanty Creek's three villages, and complimentary skiing night of arrival. Children under 8-years of age ski FREE and children under 12 eat FREE.

Family Ski & Fun Package

Families that want to experience the all in one family winter ski vacation will certainly enjoy the all-inclusive Family Ski & Fun Package. This package offers a wide variety of family activities including two-nights lodging, Superticket on Saturday and Sunday, skiing the night of arrival, family welcome reception, family movie, breakfast on Saturday and Sunday, pizza and pop at Ivan's, one-hour tubing session, family sleigh rides, and dog sled rides for the kids. Children under 8-years of age ski FREE and children under 12 eat FREE.

Shanty Creek Resorts also offers a variety of winter ski packages around the holidays and special events during the winter season.

For more information and to book one of Michigan's most affordable ski packages, visit www.shantycreek.com or call 1-800-678-4111.



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SCHUSS MOUNTAIN AT SHANTY CREEK RESORTS CELEBRATES 40 YEARS OF WINTER ADVENTURE

Bellaire, Michigan – Shanty Creek Resorts, one of northern Michigan’s premier ski resort destinations, celebrates 40 years of excellence this season at Schuss Mountain. Shanty Creek invites families and skiers of all abilities to celebrate the 40th anniversary of Schuss Mountain, with a variety of exciting activities and specials throughout the winter season.

Schuss Mountain was the vision of Chicago stockbroker, Daniel Iannotti, who had a vision of a friendly European- type hamlet ski village, similar to the small boutique-style ski resorts in Colorado. Mr. Iannotti’s dream was soon realized with his very own village, which he called “Schuss Mountain”.

Schuss Mountain expanded over the years adding the popular Ivanhof Restaurant, which was best known for being the home of the famous “Schussycats” who performed and entertained guests of all ages for over 35 years.

Golf was also added in 1972 with the development of Schuss Mountain Golf Club, which expanded to 18 holes in 1977.

In 1984, Club Resorts Inc. purchased Shanty Creek Resort and then in 1985, added Schuss Mountain to the mix merging the two resorts to create one of northern Michigan’s premier four-season resort destinations. This season will celebrate 40 years of family memories at Schuss Mountain at Shanty Creek Resorts, with a variety of specials and events, including:

December 18 – 40th Anniversary Party: Come and celebrate with guests by kicking off the season with a celebration of Schuss’ 40th Anniversary party, which includes family skiing, snowboarding, sleigh rides, music, entertainment, as well as a torchlight parade, and more!

December 31 – New Years Eve Party at Schuss Mountain: Kick off the new-year in style and celebrate the history of Schuss Mountain with a family party that will blow away even the teenagers. This fun year-end celebration will include family skiing, snowboarding, sleigh rides, Nordic skiing, great food at Ivan’s, and entertainment. This celebration party will also honor Schuss Mountain’s founder Daniel Iannotti. Iannotti was affectionately referred to as King Daniel who reigned over the sovereignty of “The Kingdom of Schuss”. The Kingdom of Schuss was an “Escape from Reality”, for everyone including its own currency and time zone (CFT – Central Fun Time).

December 18 – 40th Anniversary Party: Come and celebrate by kicking off the season with a party celebrating Schuss’ 40th Anniversary party, which includes family skiing, snowboarding, entertainment, a torchlight parade, and more!

December 31 – New Years Eve Party at Schuss Mountain: Celebrate New Year’s Eve in style at Shanty Creek’s Royal Family Celebration in honor of Schuss’ royal family, the Iannottis, in the Grand Ballroom in Summit Village. The royal celebration will be fit for a king (or at least Schuss’ King Daniel) and will feature a DJ, games and fireworks at midnight.

March 5-7 – Slush Cup Weekend: The Schuss Mountain 40th Anniversary will end with the annual “Slush Cup Weekend”, which is fitting way to close out the historic year. The popular “Slush Cup Weekend” has become a winter tradition at Schuss Mountain. This wild and crazy event for all ages includes skiing across a 40’ pond, Seal Slides, Silly Slaloms, the Frozen Fish Toss, Shovel Races, and an adult-only 40th Anniversary party and much more.



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