



For Immediate Release  
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### **SHANTY CREEK RESORTS ANNOUNCES BRAD DAY**

Bellaire, Michigan Shanty Creek Resorts is pleased to announce that Friday, February 29, 2008 has been designated Brad Day at Schuss Mountain. The story behind this celebrated holiday is a long one, which shall remain cloaked in mystery... but nonetheless, Shanty Creek Resorts will be offering the following specials to everyone named Brad on February 29th:

- Anyone named Brad skis for FREE
- Anyone named Brad gets rentals for FREE
- Anyone with a Brad in their room gets lodging the night before Brad Day for \$29 per person (minimum of two people per room)
- Special section in Ivan's Mountainside Grill "Reserved for Brads"
- Bradwurst & a bun food specials
- Men's, Women's and Brad's restrooms in the Snowsports building

Partial list of invitees to Brad Day include (some already confirmed):

- Brad Rowe, Village of Bellaire Policeman
- Brad Pitt, star of stage and screen
- Brad Van Dommelen, president, Traverse City Visitors & Convention Bureau
- Brad Miller, coach of the Traverse City St. Francis Ski Team
- Brad Paisley, country music star
- Brad Kik, co-founder of I.S.L.A.N.D

Additionally, those buying lift tickets with a Brad will receive \$10 off a lift ticket purchase. Prizes for the Brad traveling the farthest and for the Brad bringing the most non-Brads with them will be available.

Shanty Creek Resorts is a destination four-season resort offering three hotels and villages with 36,000 square feet of state-of-the-art conference and banquet venues, four golf courses with 72 holes of championship play, downhill skiing, 21 km of Nordic ski trails, 7 miles of maintained mountain bike and nature trails, snowboarding and tubing park. Located on 4,500 acres 30 miles northeast of Traverse City, Shanty Creek Resorts pampers guests with award-winning dining, live entertainment and a full-service Spa. For more information, visit [www.ShantyCreek.com](http://www.ShantyCreek.com).

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