

FOR IMMEDIATE RELEASE
October 16, 2006

Contact: Marketing
Shanty Creek Resorts
800/678-4111, ext. 7884
info@ShantyCreek.com

SEVEN WAYS TO SAVE AT SHANTY CREEK RESORTS THIS WINTER

Bellaire, MI Skiing is for adrenaline junkies; everyone knows that. There's the wind rushing past your ears, the edges of your skis cutting through fresh powder and the thrill of your first run of the year. These days, there's an even more pulse-pounding way to get your adrenaline up on a relieve the winter blues and dollars.

- 1. Buy now and ski later.** Shanty Creek's guests can save over 20% off the total price of their lift tickets when purchased by December 15th, 2006. Simply go to Shanty Creek's website at www.ShantyCreek.com and purchase online Weekend Supertickets at a discounted price, excluding holiday dates. Adult Supertickets will be available for \$36 (regularly \$46), Teen and Senior Supertickets will be available for \$28 (regularly \$38) and Junior Supertickets will be available for \$20 (regularly \$30).
- 2. \$1.06 Ski Nights.** In conjunction with 106 WKHQ, Shanty Creek is offering \$1.06 Lift Tickets each Wednesday night after 5pm from January through March. Feeling ambitious? Ski the entire day (9am – 5pm) for only \$10.06. Need rentals? Skis are only \$10.06 and snowboards are \$20.06. Tubing is only \$3.06 with the purchase of a \$1.06 lift ticket.
- 3. Discover Michigan Learn to Ski, Snowboard or Cross Country Ski.** Sponsored by the Michigan Snowsports Industries Association (MSIA), this program is designed to introduce beginners to the sport in a very affordable way for skiing and boarding. The program includes a beginner lesson, ski or snowboard rental equipment and a beginner area lift pass or cross-country trail pass. The package is offered January 1 through January 31, 2007. The price for the Discover Michigan Skiing program - downhill or cross-country skiing - is \$30 for adults and \$25 for children 7 - 14 years old. The snowboard price is \$40 (for everyone 10 years and older). To sign up, interested beginners must have a Discover Michigan Skiing Value Voucher, which can be found online at www.GoSkiMichigan.com. Pre-register for their session by calling Shanty Creek's Snowsports School at 800.678.4111, ext. 3383 since lesson times do fill quickly.

- 4. Children Ski Free.** At Shanty Creek, children 8 and under always ski for free* and children ages 5 and under are able tube for free* (*when accompanied by a paying adult). Children age 17 and under also always stay for free if lodging in the same room as their parents. But the savings don't stop there! All Michigan 4th graders are eligible to receive the *Michigan Cold is Cool Ski & Snowboard Passport* sponsored by MSIA. For \$15, participating students receive three downhill lift tickets or cross-country trail passes when accompanied by a paying adult and a \$15 coupon to use at participating MSIA Ski Shops. Applications for 4th graders are available online at www.GoSkiMichigan.com.
- 5. More Savings for Seniors.** Shanty Creek also allows seniors ages 70 and over to ski for free all season long. Shanty Creek also hosts three separate Silver Streak Weeks for those ages 55 and older. Offering exclusive lodging discounts (starting as low as at \$55 per night, based on double occupancy) Sunday – Thursday with free skiing Monday – Friday. Silver Streak Weeks are: January 7-11, 2007; January 28-February 1, 2007; and February 25- March 1, 2007.
- 6. Value Seasons.** Shanty Creek offers several value season packages to fit any budget. Ski packages start as little as \$62 per person (per night, based on double occupancy) and includes one nights lodging, a choice of either a 1 day lift ticket or a credit for dining and applicable taxes. Children 17 and under sleep and ski for free with a paying adult, making this package perfect for families on a budget. Shanty's value season starts November 1st and runs daily through December 24th and midweek January - February, 2007 (with the exclusion of specific holiday dates).
- 7. Shanty Creek's E-Newsletter.** Each month, Shanty Creek sends out it's E-newsletter to thousands of subscribers containing savings and packages exclusively for it's subscribers. The E-newsletter also gives subscribers the inside news on "what's happening" around the resort. Sign up for Shanty Creek's E-newsletter at www.ShantyCreek.com.

Shanty Creek Resorts is a four-season resort offering 72 holes of championship golf, 49 downhill skiing slopes on two mountains, 30 km of Nordic ski trails, snowboarding and tubing runs. Located on 4,500 acres 30 miles northeast of Traverse City, Shanty Creek boasts three distinct villages and lodging facilities, award-winning dining, live entertainment and a full-service conference and banquet center. For more information, visit www.ShantyCreek.com.

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