



**For Immediate Release**  
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**For More Information Please Contact:**  
**Lindsey Southwell, PR Manager**  
**800.678.4111, x 7884**  
[lsouthwell@shantycreek.com](mailto:lsouthwell@shantycreek.com)

## **SHANTY CREEK RESORTS NAMED THE BEST NIGHTLIFE IN THE MIDWEST**

**Orinda, California** Visitors to OnTheSnow.com have chosen Shanty Creek Resorts as the Best Nightlife Resort in the Midwest for the second Snowsports season in a row. OnTheSnow.com is the most visited winter sports Web portal in the world, generating 1.6 million unique visitors per month during the winter season.

OnTheSnow's Visitors Choice Awards are chosen solely by visitors to OnTheSnow.com. Awards are based on ratings in five categories: Best Overall Resort, Best Downhill Terrain, Most Family Friendly, Best Terrain Park and Best Nightlife. The ski resort with the top average score (on a scale of 1 to 5) in each category, and a minimum number of entries, receives the award. The ratings were based primarily on readers' average ranking, number of reviews, and specific comments made in OnTheSnow.com over the winter season.

Here's a sampling of what OnTheSnow.com visitors wrote about Shanty Creek Resorts: "The place has it all, fine dining, lodges overlooking ski hills, great downhill terrain, superb lift capacity, just enough park."; "Shanty has three villages, two ski mountains and a killer view from its Lakeview Restaurant."; "Special kudos to the rental people who were patient with my family as they picked and returned different pieces of equipment."

"User-generated content is one of the most powerful and effective ways Web visitors have to communicate with each other," said Mountain News Corp. President and Publisher Rob Brown of OnTheSnow.com. "Skiers and snowboarders are relying on the word of their peers when they make resort choices."

"More and more skiers and snowboarders are relying on the word of their peers when they make resort choices," said Mountain News President and Publisher Rob Brown, whose company publishes OnTheSnow.com. "We believe the importance of reader advisories will continue to grow each year and these annual awards provide a peek into their thinking."



Shanty Creek Resorts is a four-season resort offering 72 holes of championship golf, 7 miles of maintained mountain bike and nature trails, 37 downhill skiing slopes, 21 km of Nordic ski trails, snowboarding and tubing parks. Located on 4,500 acres 30 miles northeast of Traverse City, Shanty Creek Resorts boasts three distinct villages and lodging facilities, award-winning dining, live entertainment and a full-service conference and banquet centers. For more information, visit [www.ShantyCreek.com](http://www.ShantyCreek.com).

OnTheSnow.com is the web's most visited snow skiing web site with a Nielsen audited 1.2 million monthly unique visitors. The site offers the ski reports, ski resort reviews, web cams, and skiing deals for virtually every ski resort in the world. There are 13 International Editions of OnTheSnow.com in seven languages.

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