



FOR IMMEDIATE RELEASE

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BEAR CREEK MAKES IMPROVEMENTS FOR 2010-2011 SEASON

MACUNGIE, PA. – Bear Creek Mountain Resort has invested \$1 million in improvements for the upcoming winter season, including new automated snow guns, a new hotel rental shop and additional teaching terrain.

Seventeen new automated snow guns will be added to the trails Black Bear and Extreme. These new guns will utilize mini weather stations to continuously deliver optimum snowmaking efficiency. In addition, the central control unit will adjust the performance of each gun to optimize production without the use of manual labor. The use of automated snowmaking will allow Bear Creek to open these trails earlier in the season and maintain snow depth and surface conditions throughout the winter.

“Research shows that automated snow guns produce 40% more snow than manual guns,” stated General Manager Mark Schroetel. “Bear Creek is committed to having the most powerful snowmaking system in the region, and these new guns will assist us in delivering the consistent conditions our guests have come to expect.” With the addition of these 17 guns, the total number of snow guns at the mountain now stands at 124 and 67 of these guns utilize an automated system.

At the hotel, a new rental shop has been added for the convenience of overnight guests. Over 250 sets of new equipment, including Salomon skis and Head snowboards, will be available exclusively for overnight guests. In addition, a new ski check will be available for hotel guests to store their personal equipment before, during and after their stay.

Finally, mountain trail improvements include the widening of Black Bear terrain park by 75 feet and the addition of a new Snowsports School teaching area at the base of the mountain.

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About Bear Creek Mountain Resort & Conference Center

Bear Creek Mountain Resort is nestled on over 330 acres in Macungie, Pennsylvania. The resort offers skiing, snowboarding and snowtubing winter activities and hiking, biking, fishing, boating, tennis and nearby golf during the spring through fall months. Bear Creek hosts numerous corporate meetings, weddings and social parties year-round. Guests can plan an event in the spacious banquet and meeting facilities, dine at The Grille at Bear Creek or the Trail’s End Cafe, relax at The Spa at Bear Creek or vacation at the hotel, The Inn at Bear Creek, with indoor and outdoor pools and hot tubs.

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