



For Immediate Release

Contact: Rachael Woods

Homewood Mountain Resort Public Relations

530.581.8321 – pr@skialpine.com

Tuesday, October 20, 2009

Lake Tahoe's Homewood Mountain Resort Offers Lift Ticket Savings for Winter 09/10

Homewood, CA – Lake Tahoe's Homewood Mountain Resort will offer nine ways to save on ski lift tickets this winter.

- **\$39 lift tickets** – An online exclusive, Homewood has randomly selected days throughout winter 09/10 when skiers may purchase adult, full-day lift tickets for just \$39, which equates to a savings of up to 30%.
- **\$5 savings for shuttle riders** – A guest who uses the Tahoe Area Regional Transit (or T.A.R.T) to and from the mountain receives \$5 off an adult, full-day lift ticket. Present the day's T.A.R.T. shuttle ticket at any Homewood lift ticket window to save. T.A.R.T. provides transportation throughout the North Lake Tahoe area, and stops daily at popular hotels, inns, and lodges. Valid any day including holidays.
- **\$5 savings for 2nd day skiers** – Guests who return to Homewood for a second day of skiing receive a \$5 savings on second-day, adult full-day lift ticket. Present the previous day's ticket at any Homewood ticket window to save. Valid any day including holidays.
- **\$25 adult tickets for passholders from ANY mountain** - Starting January 7, 2010, passholders from any mountain (California, Japan, Vermont... *anywhere!*) may present their 2009/2010 season pass at any Homewood ticket window to receive an adult full-day lift ticket for \$25. Valid on Thursdays and Sundays starting 1/7/10. Limit of one adult ticket per passholder, per Thursday and/or Sunday. Not valid during holiday dates: Dec. 26, 2009 – Jan. 2, 2010; Jan. 16 & 17; Feb. 13 & 14.
- **Active military ski & ride free** – Active duty military ski for free any day, including holidays. Members of military present their current military ID at any Homewood lift ticket window to receive an adult, full-day lift ticket. Immediate family members of active duty military receive 50% off lift tickets any day, including holidays.
- **Ski & ride for FREE on your birthday** – Starting January 4, 2010, guests ski or ride on the house on their birthday. Simply present your driver's license or ID with date-of-birth proof at any Homewood lift ticket window.
- **Dress up to receive \$5 off lift tickets** - Homewood Mountain Resort's 'Dress-Up Days' dare skiers and riders to show up on various calendar days throughout the season clad in costume. Those who do will receive \$5 off a full-day adult lift ticket. Savings on a ticket is a great reward; but a reason to yell "AAAARRRRRRGGHHH" on Pirate Day is equally satisfying. Themed dress-up days will be found at the event calendar at SkiHomewood.com.
- **Two-for-one tickets on Tuesdays** – Staying at Tahoe's south shore? Homewood is only 30 minutes away. Starting January 5, 2010, clip the two-for-one Homewood advertisement out of locally-distributed South Lake Tahoe newspapers, present it at any Homewood lift ticket window, and receive two full-day adult lift tickets for the price of one. Limit one coupon per two people, per Tuesday.
- **Shop Savemart® to save \$5 on Homewood lift tickets** – Shopping at Truckee, CA or Tahoe City, CA Savemart® Supermarkets? Save the receipt: each receipt back represents a \$5 savings on adult, full-day lift tickets. The Savemart® savings is valid every day including holidays, from January 1 to March 31. Limit one receipt per person, per day.

Why ski Homewood? Deemed the gem of Lake Tahoe's West Shore by SKI Magazine, there is simply nothing like the view from Homewood Mountain Resort. Everyone – from new skiers to seasoned snowboarders – stops to marvel at the azure perfection of Tahoe's great mirror atop Madden Triple Chair. Combine that with flawlessly groomed "peak-to-shore" trails and the classic, Old-Tahoe charm of the West Shore, guests will be happy to have discovered – or to have rediscovered – Homewood Mountain Resort.

Located at the shore of West Lake Tahoe, Homewood Mountain Resort is one of California's first winter recreation resorts. Offering a family-friendly atmosphere since 1961, Homewood continues to offer premiere winter skiing and snowboarding with a focus on top level guest service and custom vacation packages. Deemed the gem of Lake Tahoe's West Shore by *SKI Magazine*, the 1260-acre mountain offers unobstructed views of the lake and surrounding peaks. Flawless, peak-to-shore grooming, the intimate setting of Tahoe's West Shore, and a classic family focused winter experience make Homewood unique. Homewood is accessible via Interstate 80 to California State Route 89, just 55 miles from Reno Tahoe International Airport. Homewood's parent company is San Francisco, California based JMA Ventures, LLC. JMA is a full service real estate investment firm, serving as managing member of over \$500 million in existing projects. Visit SkiHomewood.com or call 530.525.2992 for more information about Homewood Mountain Resort.