



**FOR IMMEDIATE RELEASE**

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Contact: Rachael Woods

530.581.8321 – [pr@skialpine.com](mailto:pr@skialpine.com)

**Homewood Mountain Resort Installs  
New Children's Chair Lift Safety Technology**

(Lake Tahoe, CA) Lake Tahoe, California's Homewood Mountain Resort will become the second resort in North America to install the *Magnestick*® chair lift safety technology, offering the system to guests for winter 2011-2012.

San Francisco-based parent company, JMA Ventures, LLC, introduced *Magnestick*® to North America during winter 2010-2011 at Lake Tahoe, California's Alpine Meadows Ski Resort. A leading proponent of safety and technology, JMA plans to augment the availability of *Magnestick*® by offering it to guests at both of its ski and snowboard resorts at Lake Tahoe.

"The implementation of *Magnestick*® aligns with the resort's initiatives to incorporate emerging technologies intended to enhance guest experience through added safety, convenience, value, or entertainment," said Todd Chapman, president of JMA Ventures, LLC. "We're excited to offer guests the added safety component at Homewood, which is a popular destination for families.

The *Magnestick*® chair lift safety system includes an electromagnetic seatback and corresponding magnetic vest worn by children riding a chair lift. Chair lift seatbacks are equipped with a magnet, and the back of a corresponding *Magnestick*® vest is equipped with a flat, metal disc which holds a child wearing a *Magnestick*® vest securely in place for the duration of the lift ride. When a child reaches the chair lift deboarding platform, the *Magnestick*® vest is deactivated, allowing for a seamless release from the seatback.

*Magnestick*® will be installed on Homewood Mountain Resort's *Quail* chair lift, which is adjacent to Homewood's *Snow Rangers Academy*, the resort's children's center. Every child enrolled in the children's ski or snowboard programs will receive a *Magnestick*® vest for the day. If children are not enrolled in a program, parents may choose to rent a vest.

Additionally, *Magnestick*® will be installed at Red Lodge Mountain Resort, also a JMA property, located in Red Lodge, Montana.

**About Homewood Mountain Resort:** Homewood Mountain Resort is one of California's first winter recreation resorts. Offering a family-friendly atmosphere since 1961, Homewood continues to offer premier winter skiing and snowboarding with a focus on top level guest service and custom vacation packages. Homewood is accessible via Interstate 80 to California State Route 89, just 55 miles from Reno Tahoe International Airport. Homewood's parent company is JMA Ventures, LLC, a full service real estate investment firm, serving as managing member of over \$500 million in existing projects. Visit [SkiHomewood.com](http://SkiHomewood.com) or call 530.525.2992 for more information about Homewood Mountain Resort.