



For Immediate Release

Winter 2011-2012

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New Technology and Family Programs Bring Innovative Approach To Ski and Snowboard School at Homewood Mountain Resort

Homewood, CA Homewood Mountain Resort will unveil several new ski and snowboard school programs during winter 2011-2012, which will fortify the mountain's long-standing reputation as a top-tier ski destination for children and families.

Kids' Instructional 10-Pak

New for winter 2011-2012, Homewood will offer the all-inclusive Kids' Lesson 10-Pak. Valid every day including holidays, Kids' Lesson 10-Pak includes instruction from 9 a.m. to 3:30 p.m., a lift ticket, and ski or snowboard equipment. Renowned for its beginner and intermediate instructional terrain, Homewood has long been known as one of the country's best resorts for children. With its dedicated Snow Rangers Academy coaches and its unique "peak-to-shore" terrain just for kids, including the famous *Tallest Tree Stump in the World* run, the Kids' Lesson 10-Pak is ideal for both skiers and snowboarders ages three through 12. Kids' Lesson 10-Paks are \$560. Each of the ten sessions may be used any day, including holidays, and do not need to be used consecutively.

Kids' Instructional 3-Pak

Also new for winter 2011-2012, the Homewood Kids' Lesson 3-Pak is similar to the 10-Pak, and ideal for both local community members as well as destination visitors. The Kids' Lesson 3-Pack is valid every day including holidays and is \$237. Each of the three sessions may be used any day, including holidays, and do not need to be used consecutively.

Magnestick chair lift safety system for kids

New for winter 2011-2012, Homewood Mountain Resort will become the second North American resort to install the *Magnestick*®, the newest in chair lift safety technology for kids, to the mountain's *Quail* triple chair, located adjacent to Homewood's Snow Rangers Academy Ski & Snowboard School for kids. The *Magnestick*® 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 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 debarking platform, the *Magnestick*® vest is deactivated, allowing for a seamless release from the seatback.

Families and friends learn together

The new, innovative “Family & Friends” ski and snowboard private lesson seamlessly blends instruction for several friends or family members at various ability level and age, whether skiing or snowboarding, to learn within the same group. “Homewood is unique in that it offers a premier setting for families to learn and play together,” said Brian Schilling, ski and snowboard school manager at Homewood Mountain Resort. “Much of skiing and snowboarding’s fun comes from interacting with friends and family on the slopes – having an unforgettable experience together. Offering family group instruction is a perfect fit for Homewood,” he added. The Family & Friends package is offered in either full- or half-day sessions as well as two-hour increments. Students learn in a private instructional setting from a team of top instructors based upon each group’s needs.

Adult Instructional 3-Pak

For “kids at heart” who are ready to hit the slopes, Homewood Mountain Resort will offer the Adult Lesson 3-Pak. Students may choose between two, two-hour instructional periods, offered every day from either 10 a.m. to noon or 1 p.m. to 3 p.m. Homewood’s Adult Lesson 3-Pak offers an ideal way for new skiers and boarders to experience snow sports – complete with top-tier coaching, premier beginner slopes, and Homewood’s famous and incomparable views of Lake Tahoe. The 3-Pak is \$150, and is valid every day including holidays. Each day of the 3-Pack includes ski or snowboard equipment, a beginner lift ticket, and group instruction.

\$44 beginner packages for *Learn-to-Ski-and-Ride* Month

January, 2012 is Learn-to-Ski-and-Ride Month, during which Homewood Mountain Resort will offer a special, all-inclusive lesson package to beginners. Students can choose the Learn-to-Ski-and-Ride group package Sunday through Friday, non-holiday. The package includes a beginner lift ticket, instruction, and equipment for \$44. .

Homewood’s Signature Three-Day Guarantee

Offering top-tier instruction and premier learning slopes and trails, Homewood Mountain Resort offers the unique Three-Day Guarantee with all of its beginner group or private instruction sessions. Beginner guests learn the essentials of skiing and snowboarding on some of the country’s most accessible beginner terrain and graduate to the mile-and-a-half long “Homeward Bound” run, which offers access to the upper mountain and spectacular views of Lake Tahoe and Sierra Nevada peaks.

Homewood instructional packages may be reserved online at SkiHomewood.com, or by calling the Homewood Snow Sport School Center at 530.525.8902.

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 or call 530.525.2992 for more information about Homewood Mountain Resort.

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