



## FOR IMMEDIATE RELEASE

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### **Alyeska Resort makes Spring Carnival bigger and better with additional live music, wine dinner and freestyle competition**

April 13, 2010 (Girdwood, Alaska) – The most anticipated weekend of the winter season is just two weeks away – the 33<sup>rd</sup> Annual Alyeska Spring Carnival presented by ACS Alaska. This year’s Spring Carnival is scheduled for April 23-25, 2010. The flagship event of the weekend is Slush Cup to be held on Saturday. Slush Cup is Alyeska Resort’s largest gathering of ski, snowboard and winter enthusiasts of the year.

The carnival weekend starts on Friday evening, April 23<sup>rd</sup>, at the Sitzmark Bar & Grill with Last Train live in concert. Tickets for the show cost \$5 and the show starts at 10:00 p.m. (21 and over please). Also on Friday evening, the Alyeska Resort Daylodge will be transformed into a Kid’s Night Out from 7:00 p.m. to 9:00 p.m. Entry is \$20 per child and includes a pizza party and refreshments for ages two to 12. Families will find a variety of kid-friendly activities throughout the Spring Carnival weekend including kid’s slalom races, sled rides, face painting, and more.

The big day is Saturday, April 24<sup>th</sup>, and the festivities kick off with live Hawaiian Reggae music by popular Anchorage band H3 at 2:00 p.m. The band will be playing the Slush Cup Stage located next to the man-made pond. Anchorage’s favorite DJs, Bob and Mark from KWHL radio station, will be on stage to emcee the weekend’s festivities.

The Idiot Swim Across will take place just before the Slush Cup competition. This long-standing tradition showcases a group of hardy souls who voluntarily swim across the 90 foot long pool of freezing water. Slush Cup begins at 4:00 p.m. and the resort recommends getting to the venue as early as possible for the best viewing. The competition features fifty “athletes” dressed in zany costumes as they vie for a chance to win a season pass by perfecting the art of the pond skim. Each competitor will be judged on style and distance by a select group of judges that includes Anchorage Mayor Dan Sullivan.

Alyeska Resort encourages responsible consumption of alcohol and highly recommends a designated driver. In accordance with state of Alaska liquor laws, outside alcohol is not permitted and will be confiscated. The resort does not allow pets or firearms on premises. Beer gardens and food tents will be set up at in the event venue including locations around the



Sitzmark Bar & Grill, Challenge Alaska building, and a snow bar outside the Sitzmark for those 21 years of age and older.

The festivities continue on Sunday, April 25<sup>th</sup>. The Pop, Lock and Stomp It! Big Air Competition starts at 11:00 a.m. and the Dummy Downhill Race is scheduled for 2:30 p.m. The Dummy Downhill features homemade “dummies” launched from the top of Race Trail. Each dummy is judged on originality and flight distance. This is an exciting family-friendly activity. The crowd-favorite team Tug of War is scheduled for 4:00 p.m. Spectators can expect stiff competition between teams as they battle it out through sheer muscle and strength to stay out of the man-made pond filled with freezing water. Close the night out at the Sitzmark Bar & Grill end of season party with free live music from Hamma Jang from 5:00 p.m. to 9:00 p.m.

For the more civilized crowd, the final event of Spring Carnival will take place at Seven Glaciers Restaurant on Sunday evening at 7:00 p.m. The Seven Glaciers Wine Dinner will feature Banfi Vintners, one of the largest importers of fine wine and a family-style menu created by Chef Tanner Exposito to complement the exclusive wines. Banfi Vintners will be releasing new wines in Alaska that have not been publically unveiled anywhere else in the U.S. Wine Dinner tickets cost \$100 per person and reservations can be made by calling 907-754-2237. Wine Dinner Room Packages are available from \$179 per person, and packages include one night deluxe lodging plus Wine Dinner tickets, special gift and \$25 Resort Credit. Packages can be booked by calling hotel reservations at 907-754-2111 or online at [AlyeskaResort.com](http://AlyeskaResort.com).

For a complete list of Spring Carnival event details and to register for any of competitions, go to [AlyeskaResort.com](http://AlyeskaResort.com). The Hotel Alyeska is offering special Spring Carnival packages and encourages guests to book in advance as the hotel typically sells out for the weekend. The 2010 Alyeska Spring Carnival is brought to you by Alyeska Resort, ACS Alaska and Taco Bell.

**About Alyeska Resort ([www.alyeskaresort.com](http://www.alyeskaresort.com))**

Alyeska Resort is Alaska’s premier year-round destination featuring The Hotel Alyeska, an award-winning 304 room full-service property. Located just 40 miles from Anchorage, Alyeska Resort is your base camp for summer and winter excursions. Alyeska Resort stands out during ski season with 650” of average snowfall annually and the longest-continuous double black diamond ski run in North America. Learn more about the resort at [www.alyeskaresort.com](http://www.alyeskaresort.com) or 800.880.3880.

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