



NEWS RELEASE

Alyeska Resort Media Contact:

Amy Quesenberry, amy@alyeskaresort.com, 907-754-2592

Astounding Response to Military Appreciation Day at Alyeska Resort, Record Numbers in Equipment Rentals

March 26, 2010 (Girdwood, Alaska) – In recognition of the strong support Alyeska Resort receives from military personnel and their families, Alyeska held its annual Military Appreciation Day on Monday, March 23, 2010. In its fifth year, Military Appreciation Day provides service men, women and their families a day of complimentary skiing, equipment rentals and lunch at the resort, and a special room rate for a stay at The Hotel Alyeska. The response for the special day was phenomenal with over 1,300 complimentary lift tickets provided and record numbers in the rental shops and at the Daylodge Cafeteria.

“Supporting our military community and their families is important for the resort,” states Sandy Chio, resort spokesperson. “Through both winter and summer seasons, we are fortunate to have the patronage of this active and enthusiast audience, and to be able to host them for a day of skiing and snowboarding fun is just a small token of our appreciation.”

Alyeska has been able to growth new military programs over time through the support provided by the marketing office of the Directorate of Morale, Welfare and Recreation (DFMWR). A new program introduced earlier this winter, Military Midweek Ski Free represents another successful joint-effort. Over 300 military personnel have taken advantage of the package which included one-night lodging and two adult lift tickets, as well as additional savings around the resort. The package is offered Sunday through Thursday starting from \$129 per night, a 50% savings off regular price. *(Package includes taxes and fees and is based on double occupancy)* The package is available through April 15, 2010 and reservations can be made at 800.880.3880 or 907-754-2111.

For the 2010-11 ski season, military season passes will be available for \$800 (regularly \$1000) starting May 1, 2010. The resort is introducing a new early spring sale period from May 1 to 31, 2010 where passes will be on sale for up to 20% off. For military friends and families seeking group savings, Alyeska also two options:

- Buddy Discount, which offers savings up to \$50 off per pass when two or more passes are purchased at the same time



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- Perfect Family Discount, which offers 50% off 18 year old and under passes with the full-price purchase of an adult or military season pass.

Another flexible option for the military community is the 10x Powder Pass, priced at \$450 for unlimited use or \$400 for midweek only use. The 10x Powder Pass provides the purchaser with 10 days of skiing or riding at a savings of up to 33% off per day. The 10 days are transferrable, however, only one can be used per day. Information on 2010-11 season passes and Powder Pass can be found online at www.AlyeskaResort.com.

About Alyeska Resort (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 or 800.880.3880.