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FOR IMMEDIATE RELEASE

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**What's New: Big Bear Mountain Resort Continues To Evolve**  
*New Learning Center, Sports Bar, Base Area Activities Highlight Upgrades*

**Big Bear Lake, Calif.** – Entering the second full winter of operation under Mammoth Resorts' ownership, Big Bear Mountain Resort (Snow Summit and Bear Mountain) continues to evolve as Southern California's premier winter sports destination. Following a winter with record visitation, Mammoth Resorts' continued investment in improving the guest experience at both resorts will be even more evident in 2016/17.

Visitors will find a number of improvements at both resorts, including behind-the-scenes facilities upgrades and guest-facing enhancements, that will be ready when the season kicks off.

- **Adventure Academy:** The new 5,000 square-foot learning center at Snow Summit will offer a one-stop-shop for rentals, tickets, and sports school registration. The increased efficiency means families can spend less time in lines and more time enjoying the slopes.
- **Methods Sports Bar:** Located in the main lodge at Bear Mountain, Methods has been renovated for the 2016/17 season to provide a more welcoming atmosphere to watch a game or catch up with friends for a drink after a day on the slopes. With an array of new big screen HDTVs, all major sports packages, and an updated menu, Methods is sure to be an après favorite on game day.
- **Base Area Activities:** This year, BBMR installed a 30-foot rock climbing wall. Weather permitting, the climbing wall will remain open through the winter, giving guests another option for off-snow entertainment to go with the [Grizzly Ridge Tubing Park](#), which debuted last winter.
- **Winter X Games 20<sup>th</sup> Anniversary:** This year marks the 20<sup>th</sup> anniversary of Snow Summit hosting the inaugural Winter X Games. During that time the event has grown from a mix of "extreme sports" like super-modified shovel racing and ice climbing, to become the ultimate winter action sports competition. Both resorts have a number of exciting things planned throughout the year, both on and off the slopes, that pay homage to Snow Summit's place in action sports history.

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**About Big Bear Mountain Resort**

Big Bear Mountain Resort (BBMR), a [Mammoth Resorts](#) property, includes Snow Summit and Bear Mountain ski resorts, Bear Mountain Golf Course, and Snow Summit Bike Park. Together, BBMR features the most dependable snow conditions, largest beginner area, highest lift-served peak (8,805 feet), and only halfpipes in Southern California, as well as the nation's No. 1 rated terrain park. Nestled in the heart of the San Bernardino National Forest, BBMR is a short drive from most locations in Southern California, or a quick flight from points beyond. BBMR is an equal opportunity service provider operating under a San Bernardino National Forest special use permit. For more information, visit [www.bigbearmountainresorts.com](http://www.bigbearmountainresorts.com).