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## FOR IMMEDIATE RELEASE

### **Bear Mountain \$5M Renovation to Include Expansion of Iconic Sun Deck**

*Legendary après scene to double in size; include new fire pits, outdoor furniture, dining location & event space*

**Big Bear Lake, Calif. (October 21, 2019)** – Big Bear Mountain Resort, Southern California’s premier year-round outdoor destination, has begun a \$5 million renovation to the Bear Mountain base area that includes expanding the mountain’s iconic sun deck area for the 2019/20 ski and snowboard season.

Widely regarded as one of the winter sports industry’s most unique après venues, Bear Mountain’s sun deck is where SoCal’s trendsetting surf, skate, and snow cultures converge to create an atmosphere that is unmatched at any other mountain destination.

“This is definitely a case where more is better,” said [Big Bear Mountain Resort](#) COO Wade Reeser, a lifelong Big Bear Lake resident. “In many ways the sun deck at Bear Mountain is as celebrated as the mountain’s snow conditions and terrain parks, and this project fully embraces that idea. These updates will give the mountain a fresh, updated feel for guests visiting this winter, and allow us to create a more enjoyable experience and host additional large-scale events moving forward.”

The improvements are scheduled to be completed by mid-December and mark the first phase of a two-part renovation plan for the Bear Mountain base area, with the second phase to begin after the 2019/20 winter season.

#### The Specifics

- Bear Mountain’s sun deck will be expanded from 13,000 square feet to approximately 26,000 square feet, creating additional space for outdoor seating, dining, special events/concerts, and more.
- When complete, the new sun deck will extend 350 feet from end-to-end, roughly the size of a football field.
- Additional improvements include:
  - Custom benches built into the slope edge of the sun deck
  - A new outdoor dining location on the west end of the sun deck
  - Three new fire pits and \$250,000 in outdoor furniture
  - New ADA ramps and pathways to provide expanded accessibility to the slopes and plaza area
  - Updated paint scheme and hardscapes to existing base area structures

As the home of Southern California’s largest beginner areas, highest lift-served peak (8,805 feet), and only halfpipes, Bear Mountain has helped launch some of the snowboarding industry’s biggest careers, most notably three-time Olympic gold medalist and 13-time X Games medalist Shaun White. Bear

Mountain is also renowned for building the first terrain park in North America (Outlaw, 1992), and will host another full slate of family-friendly events this winter, including the SuperGirl Snow Pro and Neff Beach Bash, as well as multiple USASA competitions.

For more information on the upcoming winter season, or to book your next adventure, go to [BigBearMountainResort.com](http://BigBearMountainResort.com).

### **About Big Bear Mountain Resort**

Big Bear Mountain Resort is Southern California's premier year-round alpine destination, offering distinctive experiences for guests seeking outdoor adventure, with world-class skiing and snowboarding in the winter and hiking, mountain biking, and golf in the summer. Regarded as one of the most innovative and influential destinations in the snow sports and mountain biking industries, Big Bear Mountain Resort's twin properties – Bear Mountain and Snow Summit – have been pushing the progression of skiing, snowboarding, and mountain biking for over 75 years. Located in the San Bernardino Mountains, Big Bear Mountain Resort is easily accessible from most points in Southern California, and is home to the largest beginner areas, highest-lift served peak, and only halfpipes in Southern California as well as the region's best lift-served bike park and an idyllic 9-hole course. Acquired by Alterra Mountain Company in 2017, Big Bear Mountain Resort is a member resort of the Ikon Pass, the new standard in season passes, connecting 41 of the most iconic mountains across North America, Europe, Australia, New Zealand, Japan and Chile to deliver authentic, memorable snow adventures.