

# WELCOME TO DIAMOND PEAK

### A Brief History

Diamond Peak began forty one years ago as Ski Incline, the brain child of Oklahoma native Art Wood. Wood had a master plan for a year round, resort community. Incline Village was to become the "Pebble Beach" of the Sierras. In 1966, Wood hired Austrian ski consultant, Luggi Foeger, to design and build Ski Incline. After only four months of construction, Ski Incline opened its lifts in November 1966. It was the first resort in the west to have snowmaking equipment.

In 1987, Ski Resort Manager Jurgen Wetzstein led the development of the upper mountain and the addition of a mile long chairlift to reach the top of the peak. This expansion doubled Ski Incline's skiable acreage and added more advanced terrain. Since most of the new trails were labeled as "black diamonds," Ski Incline was re-named Diamond Peak.

The improvements in 1987 also included the expansion of the snowmaking system to the expanded upper mountain as well as more grooming equipment and shuttle service. The Bee Ferrato Child Ski Center was also built that year.

In 2002 Diamond Peak expanded and improved that snowmaking system again so that 75% of Diamond Peak's terrain has snowmaking capabilities. The Snowflake Lodge was also renovated and expanded. Its new wrap-around deck features panoramic views of Lake Tahoe and the Sierra Nevada mountain range.

In 2003 Diamond Peak replaced the old Crystal Quad with a new high speed quad to the top of the mountain. The 2.8 million dollar investment replaced the 16 year old quad with new faster technology and cut the old ride time in half. Now, skiers can get to the top in about five minutes.

In 2006 Diamond Peak turned 40 years old. New programs were added, packages and specials to make sure their guests can choose all the options they need. The expanded snowmaking system has helped provide snow in dry conditions for customers to gain a full-mountain experience in any kind of winter weather.

Now in 2007, Diamond Peak is celebrating the 20<sup>th</sup> Anniversary of the expanded upper mountain and the 20<sup>th</sup> Anniversary of the Bee Ferrato Child Ski Center, two of the best features of Diamond Peak! To stay informed about what's going on, you can join the Diamond Peak email club or visit [www.diamondpeak.com](http://www.diamondpeak.com).

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## NEW AT DIAMOND PEAK FOR 2007/2008 SEASON

### **Diamond Peak for Kids**

Diamond Peak is your Tahoe place to bring your kids! Diamond Peak is the perfect mountain to introduce your kids to skiing or snowboarding while ensuring that they'll have a good time. New for 2007/2008 season the Bee Ferrato Child Ski Center is celebrating its 20<sup>th</sup> Anniversary! Bee Ferrato, the Director of Child Ski School, is a New Zealander who has been at Diamond Peak since the inception of the Child Ski Center. She has been a part of some of the most popular Child Ski Center programs. Stop by and wish Bee congratulations!

### **Private Last Tracks**

Diamond Peak's very popular Last Tracks event that will continue to be held every Saturday afternoon/evening in March, but new this year you can book a Private Last Tracks! Hold a memorable private Last Tracks event for your company or special occasion and have the mid-mountain Snowflake Lodge to yourself. Enjoy wine and appetizers, then ski or ride down at sunset on a freshly groomed blue corduroy run. A Private Last Tracks costs \$725 for any number of people up to 25 or you can add on people up to 50 and pay \$29 per person.

### **Book a Group Team Building Event**

Hold your team building activities at Diamond Peak and teach your team an active, fun way to stick together! These activities include: snowman building/snow sculpting, three legged race on snow, and a snowball throwing contest. Team building set up fees range from \$500 to \$850 for up to 60 people.

### **Fun New Special Events**

Diamond Peak has its classic events such as the Vertical Challenge, the Uphill Race, the Dummy Downhill, and two Toyota Sick & Twisted Freestyle Tour events but this year there is so much more to celebrate!

Check out these new events:

January 26: Diamond Peak Australia Day Party

March 22-23: Bike Board Demo and Race

April 1: Future's So Bright You Gotta Wear Shades Day (get a discount for wearing an interesting pair of shades!)

March 8: Diamond Peak Poker Run

### **Our Awesome Snowmaking Team**

Diamond Peak is celebrating its 20<sup>th</sup> Anniversary for the expansion of its snowmaking system and Upper Mountain. Diamond Peak can cover 75% of skiable terrain with manmade snow.

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## CHILD SKI CENTER

The Bee Ferrato Child Ski Center is celebrating its 20<sup>th</sup> anniversary at Diamond Peak. It is nationally recognized for its innovative programs and contribution to lifetime fun. The Child Ski Center's excellent instructors have helped foster an impression that skiing is enjoyable and entertaining to keep kids coming back for more.

### **New for 2007/2008- Reserve a Private Lesson Online**

This year you can reserve a private lesson online by visiting [www.diamondpeak.com](http://www.diamondpeak.com) and clicking on the Child Ski Center tab. Soon you will be able to read instructor profiles online and pick which one you would like for your lesson. This feature on [www.diamondpeak.com](http://www.diamondpeak.com) will be launched early December.

### **Diamond Pete Special ages 3-7**

For kids wanting to get the full Diamond Peak experience, give them a half-day of ski and play sessions. This program includes two hours of private instruction, two hours of indoor supervision and lunch for \$225. Now everyone gets the best of both worlds- parents can enjoy some skiing on their own while kids are learning and having fun.

### **All Day Value Package ages 4-7**

We've expanded our hours this year to give you more time on the slopes! Leave your kids with us for the whole day from 8:30 am- 4 pm. For \$120 kids can enjoy an all-day group lesson, lunch and supervision (rentals not included).

### **Free Lesson For Progression**

For every five private lessons your child takes, they'll get a sixth one free. Bee Ferrato, Founder and Director of the Child Ski Center believes that "This continuity through the season allows the child to build a strong bond with their special instructor."

### **Save \$60 With The All Day Midweek Group Special!**

Choose two consecutive days out of a five-day period Mon.-Fri. (non-holiday) and pay only \$180. This package includes two all day group lessons and a supervised lunch.

Rental equipment is available for kids enrolled in Child Ski Center programs.

Rossignol ski rental (3-7 yrs old): \$25

Burton snowboard rental (5-7 yrs old): \$25

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## 2007/2008 CHILD SKI CENTER PRICE LIST

### GROUP LESSONS (for ages 4-7)

Two sessions available at 10:30 am and 2:00 pm. Please arrive 30 min prior to starting time to register and fit equipment.

2 hours	\$65
4 hours	\$90
All day value package	\$120

(Includes an all-day group lesson, lunch and supervision. Rentals not included.)

### MIDWEEK ALL DAY SPECIAL (for ages 3-7)

Choose any two days out of a five day period for \$180, Mon.-Fri. non-holiday. Two days of group lessons, indoor supervision and lunch. Reservations required; no refunds.

### SKI OR SNOWBOARD PRIVATE LESSON (for ages 3-7)

One hour	\$95
1.5 hour (9-10:30 am or 12:30-2 pm)	\$135

(Rentals not included)

### FREQUENT PRIVATE LESSON SPECIAL (for ages 3-7)

Take five private lessons and get the sixth one free! Applies to 1 hr and 1 ½ hr lessons.

### DIAMOND PETE PRIVATE LESSONS (for ages 3-7) \$225

Private lessons start at 9 am or 12 pm and include two hours of 1-on-1 instruction, 2 hours of indoor supervision, lunch and rental.

### CHILDREN'S RENTAL EQUIPMENT

Rossignol ski rental (3-7 yrs old)	\$25
Burton snowboard rental (5-7 yrs old)	\$25

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## SKI AND SNOWBOARD SCHOOL PACKAGES

Diamond Peak Ski Resort has the reputation for being the place to learn to ski and snowboard since its opening in 1966. The resort has 46% intermediate trails, 18% beginner trails, and Diamond Peak offers gentle, wide slopes that are perfect for learning. We have a brand-new Burton Learn to Ride Center with specially-designed snowboards that are flexible, softer, and easier to turn. There's a low instructor to students ratio and lack of crowds to provide an ideal, non-intimidating environment. Check out the variety of programs, packages and clinics to help polish your skills!

### First Time Beginner Ski or Snowboard Package

Get a lesson and lift ticket valid for the Schoolhouse chairlift and get acquainted with your equipment. After your lesson you have the option to upgrade for the Lodgepole Chairlift. If you still want to get some learning time in, then add an afternoon lesson for only \$15.

Adult (13+)	\$74
Sierra Scouts (7-12)	\$81

### Second or Third Time Package

Adult (13+)	\$82
Sierra Scout (7-12)	\$81

This package focuses on improving turning and refining speed control. The lift ticket included in the package is valid for Schoolhouse and Lodgepole lifts only.

### Intermediate Lesson Package

Focus on refining your skills as you explore more of the mountain. Get a lift ticket valid for the entire mountain and pay \$92 for an Adult (13+) package and \$81 for a Sierra Scout (7-12 yrs old).

### Sierra Scout All Day Adventure (7-12 yrs old)

Leave your 7-12 yr old with us all day and give them an all-mountain adventure! This package is available for all young skiers and snowboarders and includes a morning and afternoon lesson, equipment rental, lift ticket and one-hour supervised lunch. Sierra Scout All Day Adventures are offered from 10 am-4 pm for \$105.

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## 2007/2008 ADULT LESSONS & SPECIALS

**Call (775) 832-1135 for reservations**

Choose from three packages. Ski or snowboard lessons include a 1 hr 45 min group lesson, equipment and a lift ticket with access to the lifts of your level. Ticket upgrades are available after completion of the lesson. Add an afternoon lesson to any of these packages for \$15. Lessons start at 10 am and 2 pm.

### Family and Friends Special

Pay one price for one instructor and learn how to ski or snowboard with your family or friends. Enjoy a semi-private lesson for up to five people of similar ability. Take advantage of the early bird special from 9-10 am and pay only \$100! The more the merrier and the longer the lesson, the more you save!

Early bird 9-10 am	\$100
Early bird 9-11 am	\$215
1 hr	\$120
2 hr	\$230
3 hr	\$300
4 hr	\$400
6 hr	\$475

### Private Lessons (reservations suggested- please call (775) 832-1135 between 9 am- 4pm)

Early Bird 9-10 am	\$72
Early Bird 9-11 am	\$150
1 hr	\$86
2 hr	\$160
3 hr	\$225
4 hr	\$260
6 hr	\$330

### Group Lessons (1 hr and 45 min lesson for adults and children ages 7-12 and includes \$8 off an additional lesson. Meets at 10 am and 2 pm)

Adult 2 hr	\$35
Adult 4 hr	\$50
Sierra Scout 2 hr	\$45
Sierra Scout 4 hr	\$70

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## INCLINE VILLAGE

### 2007/2008 PRICE LIST

#### Lift tickets and rental equipment

<b>LIFT TICKETS</b>	<b>ALL DAY (9am- 4pm)</b>	<b>HALF DAY (12:30pm- 4pm)</b>
Adult (18-59)	\$48	\$37
Youth (13-17)	\$38	\$29
Child (7-12)	\$18	\$14
Senior (60-79)	\$18	\$14
6 & Under/80+	FREE	FREE

Interchangeable Parent's Pass \$48

**DIAMOND PEAK MINI PASS** (A great alternative to a full season pass. The mini pass is transferable and valid any day. Ski for as little as \$31 a day when you buy a 7-day mini pass.)

2-day mini	\$85
3-day mini	\$119
5-day mini	\$176
7-day mini	\$217

#### **FAMILY & FRIENDS LIFT TICKET PACKAGES-** (available any day)

1 Adult & 1 Child (age 7-12)	\$66
1 Adult & 1 Youth (age 13-17)	\$81
Each Additional Child	\$17
Each Additional Youth	\$33
Each Additional Adult	\$41

#### **SKI (skis/boots/poles) & SNOWBOARD RENTALS**

Adult all day (13-59) (\$250 deposit required)	\$35
Adult half day (after 12:30 pm)	\$28
Children/ Senior (up to 12 & over 60)	\$25
Child/Senior half day	\$20
Boots only	\$20
Skis or board only	\$25
Helmets	\$8

#### **REPAIR SHOP**

Belt Wax	\$5
Hot Wax	\$12
Basic Tune	\$35
Complete Tune	\$45
Stone Tune	\$55

<b>DEMO PACKAGE</b> (skis or snowboard) (\$500 deposit required)	\$47
Half day (after 12:30 pm)	\$40
Demo Boots only	\$30
Demo Skis or Boards only	\$38

\* You can pre-pay and pick up rental equipment a day ahead at 3:00 pm.  
Lockers are available for rental up to 24 hours.

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



LAKE TAHOE

## INCLINE VILLAGE

### 2007/2008 DIAMOND PEAK EVENT CALENDAR

#### September:

15: Locals Ice Cream Social

#### December:

13: Scheduled Opening Day (weather permitting)

13: Passholder Appreciation Day

14: Diamond Peak is OPEN Party (location TBA)

23, 24, 25: Santa Visits Diamond Peak

#### January:

14-18: Learn To Ski and Ride Week

26: Diamond Peak Australia Day Party (details TBA)

#### February:

3: Toyota Sick & Twisted Freestyle Tour

9, 16, 23: Last Tracks

29: Snowfest 2008 (Feb. 29-March 9)

29: Leap Year Party (location TBA)

#### March:

1: 3<sup>rd</sup> Annual Vertical Challenge

Every Sat: Last Tracks

8: Diamond Peak Poker Run

16: Village Ski Loft Demo Day

16: Toyota Sick & Twisted Freestyle Tour

22-23: Bike Board Demo and Race

29: Uphill Race

#### April:

1: Future's So Bright You Gotta Wear Shades Day

5: 8<sup>th</sup> Annual Dummy Downhill

5, 12: Last Tracks

13: Passholder Appreciation Day

13: Community Appreciation Day

13: Scheduled closing day (weather permitting)

— These are just some of the fun events we have planned for the upcoming season. We plan on having all of these events and more but please check back for date changes. For more information visit [www.diamondpeak.com](http://www.diamondpeak.com) and click on the event calendar. Events are tentative and subject to change.



## INCLINE VILLAGE

### FACT SHEET

- ELEVATION: 6,700'-8,540'
- VERTICAL DROP: 1840'
- SKIABLE ACRES: 655
- AVERAGE SNOWFALL: 300"-350" per year
- SNOWMAKING: 75% of developed terrain has snowmaking capabilities
- LIFTS: 1 high speed quad, 2 other quads, 3 doubles
- RUNS: 30 named trails, plus open bowls and tree skiing areas
- LONGEST RUN: 2.5 miles
- TERRAIN: 18% beginner; 46% intermediate; 36% advanced
- SEASON: Mid-December to Mid-April (weather permitting)
- SKI SCHOOL: Group & Private ski & snowboard lessons available
- SHUTTLE SERVICE: Complimentary daily shuttle service throughout Incline Village

**DIRECTIONS:** From Rt. 28 or Hwy 431, turn on Country Club Drive to Ski Way follow the signs to Diamond Peak; 30 minutes from Reno, NV; 2 ½ hrs from Sacramento, CA; 3.5 hrs from San Francisco

**MAJOR AIRPORT:** Incline Village is a short, scenic 35-mile drive from the Reno/Tahoe International Airport

**KEY PHONE NUMBERS:**

24-hour Snow Conditions: (775) 831-3211  
General Information: (775) 832-1177  
Media Contact: (775) 832-1120  
General Fax: (775) 832-1281  
Group Sales: (775) 832-1132  
Lodging Reservations: (800) GO-TAHOE  
Private Lessons (7 & up): (775) 832-1135  
Private Lessons (3-6): (775) 832-1289

**KEY WEB ADDRESSES:**

Website: [www.diamondpeak.com](http://www.diamondpeak.com)  
Local information: [www.gotahoe.com](http://www.gotahoe.com)  
E-mail: [info@diamondpeak.com](mailto:info@diamondpeak.com)

**BUSINESS MAILING ADDRESS:**

Diamond Peak Ski Resort  
1210 Ski Way  
Incline Village, NV 89451

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## INCLINE VILLAGE

### SKI & STAY PACKAGES

Diamond Peak is in a convenient Incline Village location that is only minutes away from plenty of lodging options. Diamond Peak does not have any on mountain lodging (that's why we don't have the crowds) but there are tons of hotels, cabins and condos to fit any budget. Diamond Peak also provides a free shuttle service to bus you to and from wherever you need to go in Incline Village/Crystal Bay. For more lodging information, call (800) GO-TAHOE.

#### **Cal Neva Resort Spa & Casino**

(800) 225-6382

[www.calnevaresort.com](http://www.calnevaresort.com)

Located on the North Shore stateline of California and Nevada, the hotel features a full service restaurant, casino, kids arcade, gift shop, spa and free ski shuttle. All rooms have views of Lake Tahoe. Get breakfast to go and head to Diamond Peak!

#### **Club Tahoe**

(800) 527-5154

[www.clubtahoe.com](http://www.clubtahoe.com)

From \$145-\$250 per night.  
Discounted lift tickets available. Two bedrooms, two baths, plus loft, sleeps six. Full kitchens, washer/dryers, fireplaces, spas, sauna, racquetball courts, video arcade and bar/deli.

#### **Ferrari's Crown Resort**

800-645-2260

[www.tahoecrown.com](http://www.tahoecrown.com)

Lodging only, from \$65 per night plus tax (Midweek). Ski packages are offered but it's best to call for more information. Located in Kings Beach we offer year round Lakefront Lodging. Lakefront hot tubs, non-smoking rooms, free internet, ski packages & discounted lift tickets. Visit us online or email us at [info@tahoecrown.com](mailto:info@tahoecrown.com)

#### **Goldfish Properties**

(800) 948-7311

[www.goldfishproperties.com](http://www.goldfishproperties.com)

From \$105-\$1,500 per night.  
Lakefront to Lakeview / Budget to Luxury. Vacation Rental Properties located in Incline Village, North Lake Tahoe. Discounted lift tickets available to Diamond Peak. View properties, prices, availability, and book online.

#### **Hyatt Regency Lake Tahoe Resort, Spa and Casino**

(800) 553-3288

[www.laketahoe.hyatt.com](http://www.laketahoe.hyatt.com)

From \$130 per person/double occupancy. Tahoe's premiere lakefront resort with luxurious Stillwater Spa, outdoor year-round heated jetted spas and pool with "swim-out" access. Four fire pits for roasting marshmallows après ski, Camp Hyatt and Ski Shop on-site. Located one mile from Diamond Peak with complimentary ski shuttle.

#### **Incline at Tahoe Realty**

(888) 686-5253

[www.inclineattahoe.com](http://www.inclineattahoe.com)

From \$95 per night.  
Choose from our large selection of vacation rental properties that offer private hot tubs, lake views and pool tables. Discount lift tickets (\$7-\$15 off) for any stay in our properties. Visit our website for more pictures and details.

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE

## INCLINE VILLAGE

### SKI & STAY PACKAGES

#### **Incline Vacation Rentals**

(800) 831-3304

[www.inclinevacations.com](http://www.inclinevacations.com)

From \$150 per night for 4 with third night free. (weekdays until 3/20/07)

Economy to luxury fully equipped 1-12 bedroom vacation homes and condos. Many with private or community hot tubs. Lakefront, lake view properties available. Pictures on our website. Discount lift tickets.

#### **Parkside Inn at Incline**

(800) 824-6391

[www.innatincline.com](http://www.innatincline.com)

Stay and Ski from \$63 per person (midweek) Best value in Incline Village. Closest resort to Diamond Peak. Indoor pool, sauna & spa. Ski Shuttle. AAA approved. Walk to Casino. Complimentary cont'l breakfast (weekends). Cozy lounge w/ fireplace and free high speed internet.

#### **Tahoe Biltmore Lodge & Casino**

(800) BILTMORE

[www.tahoebiltmore.com](http://www.tahoebiltmore.com)

Room Rates starting at \$49.50\*

The Tahoe Biltmore is the North Shore's Place for Fun! Great food specials including a \$1.99 3-egg breakfast at the Café Biltmore, steak and lobster at Conrad's Steaks, chops and seafood and the hottest Casino action around, make the Tahoe Biltmore your destination after hitting the slopes.

\*Based on double occupancy and subject to availability

#### **Vacation Station**

(800) 841-7443

[www.vacationstation.com](http://www.vacationstation.com)

From \$93 - \$1,500 per night.

Large selection of homes, condos, and cabins, you're sure to find the perfect place for your ski vacation. Immaculately clean homes and friendly professional service. Discount lift tickets available.

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE

## INCLINE VILLAGE

FOR IMMEDIATE RELEASE

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

### Last Tracks Is Back for the 07/08 Winter Season

**Incline Village, NV-** From our mid-mountain Snowflake Lodge, guests enjoy the beautiful views of Lake Tahoe while tasting fine wines and tasty appetizers. Afterwards, guests ski, telemark or snowboard down a freshly groomed blue corduroy run to the bottom. Participants must ski or snowboard down from the event, must be at least at the intermediate level, and must be 21 to attend wine tasting.

Last Tracks is held on Saturdays from February 9th until April 12th. Events start approximately at 4pm and go until Twilight. Space is limited, so reserve your spot by visiting [www.diamondpeak.com](http://www.diamondpeak.com).

Single event tickets are \$29. Last Tracks is a unique event that has been gaining popularity year after year, so secure your spot each week by buying a Last Tracks Season Pass for \$200. With a Last Tracks season pass you save \$7 off the regularly priced ticket and you're guaranteed a spot each week. Buy online by visiting the Diamond Peak website.

For more information regarding Last Tracks at Diamond Peak, please call (775) 832-1177 or visit [www.diamondpeak.com](http://www.diamondpeak.com).

- ### -

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE

FOR RELEASE AT WILL

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

**8th Annual Diamond Peak Dummy Downhill**

**Incline Village, NV**- April 5, 2008 is a day of dummies at Diamond Peak! The Dummy Downhill has been a favorite event for eight years and every year it gets bigger and better. Join us for the 8<sup>th</sup> Annual Dummy Downhill where participants build a dummy on skis or snowboards that get launched off of a big jump. Watch as unique characters fly down the hill or crash hard. This is the flugtag for dummies!

Those who enter a dummy will receive a free commemorative T-shirt and can purchase a lift ticket to ski for the day for only \$15 (limit 4 per dummy). The Dummy Downhill is open to the public and there are no registration fees. Dummies need to be at the base lodge by 11:00 am to be judged on creativity. The jumping will begin at noon and an award ceremony will follow along with live music.

Dummy builders are encouraged to be as creative as they can. The following restrictions apply to all dummies: they can not be live, must not weigh more than 75 lbs, teams that build their dummies to lose parts as they crash will be required to clean up afterward. At least one person from each team must be available to transport and/or unload their dummy at the top of the launch.

Last year's categories included: Best Crash, Longest Jump, Most Creative, and more. Winners received gift certificates to local restaurants and shops in town. The Dummy Downhill is a perfect Spring event!

Diamond Peak is located on 1210 Ski Way in Incline Village, Nevada. For more information and current conditions, call 775-832-1177 or visit [diamondpeak.com](http://diamondpeak.com).

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## INCLINE VILLAGE

FOR IMMEDIATE RELEASE

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

### **Toyota Sick & Twisted Freestyle Tour Comes Back to Diamond Peak**

**Incline Village, NV-** Snowbomb.com and Toyota have partnered up once again with Diamond Peak for the Toyota Sick & Twisted Freestyle Tour! Two contests are scheduled for Feb. 3, 2008 and March 16, 2008. Join us in the Snowbomb-sponsored Terrain Park to view this exciting event. This event is open to amateur snowboarders and skiers of all ages and abilities. The Toyota Sick & Twisted Freestyle Tour is designed to help riders build their skills while having fun in a competitive yet relaxed atmosphere.

Contest entry fees are \$25 and Diamond Peak offers competitors discounted lift tickets. Registration will be held in the Loft Bar in the Base Lodge at Diamond Peak from 8:30-10:00 am. The competition will begin at noon and end around 3:00 pm. An award ceremony will be held on the deck about 45 minutes after the contest followed by live music. On the March 16<sup>th</sup> event join us for a post-party after the competition at Crosby's to celebrate St. Patrick's Day!

Diamond Peak is located at 1210 Ski Way in Incline Village, Nevada. For more information or current conditions, call 775-832-1177 or visit [diamondpeak.com](http://diamondpeak.com).

- ### -

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE

## INCLINE VILLAGE

FOR IMMEDIATE RELEASE

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

### **Come Celebrate Learn to Ski and Ride Week at Diamond Peak!**

**Incline Village, NV-** Learn to ski and ride for only \$25! In an effort to encourage everyone to get better at skiing or snowboarding, we created a whole week dedicated to teaching you a new sport or improving your skills. This season Learn to Ski and Ride Week will be held on January 14-18, 2008. First timers can get a ticket, a lesson, and rentals for only \$25.

Diamond Peak is a great place to learn with its wide, easy to navigate slopes and top-of-the-line ski and snowboard instructors. Diamond Peak lacks the crowds and has beautiful lake views from almost every run. It's the perfect mountain for families and beginners and there is a variety of ski and snowboard packages for all ages and abilities.

The first-time beginner package usually costs \$74 for a 1 hr 45 min lesson, rental equipment and a lift ticket but during Learn to Ski and Ride Week get all of this for only \$25. Save almost \$50 during this week!

Reservations are not required and there will be plenty of room for everyone. Come to Diamond Peak during the week of January 14-18, 2008 and ask for the first-time beginner package at any ticket window. Learn to ski or ride for only \$25!

Diamond Peak is located on 1210 Ski Way in Incline Village, Nevada. For more information and current conditions, call 775-832-1177.

- ### -

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE

FOR IMMEDIATE RELEASE

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

### **Diamond Peak Ski Patrol Wins “Most Outstanding Ski Patrol in the Far West Division”**

**Incline Village, NV-** The National Ski Patrol hosted an awards banquet on Aug. 11, 2007 in Davis, California, where they gave the Diamond Peak Ski Patrol the “Most Outstanding Small Patrol in the Far West Division” award. The Diamond Peak Ski Patrol beat out such areas as Homewood, Sierra Summit, Tahoe Donner, Sugar Bowl, and everyone in Southern California.

There are two levels to receiving the award, the Regional Awards and the Division Awards. The Diamond Peak Ski Patrol took both for the 2006/07 season. Diamond Peak has won the Regional award three times in the past (seasons 1999-00, 2002-03, 2005-06) but this year is a first for winning the whole division! Past Division winners include Jay Mountain, Homewood and Soda Springs.

The criteria that the judges based the award on included the number of “on the hill days”, the number of OEC instructors and instructor trainers, hosting of NSP (National Ski Patrol) training seminars, associated community service and the close ties of paid and volunteer staff.

Here are the Diamond Peak Regional Award Winners:

Outstanding Auxillary Patroller: Sheryl Leverington  
Outstanding Instructor: Devin Hiemstra  
Outstanding Alpine Patroller: Ron Luschar  
Outstanding Patrol Representative: Jim Cheng  
Outstanding Regional Patrol: Diamond Peak Patrol  
Outstanding Unit Citation: Diamond Peak Patrol

Jim Cheng, who has been a Diamond Peak Ski Patroller since 1973 said, “We were ecstatic about receiving the award and it was long overdue. We won this division-wide, which is practically everything west of the Rockies so getting the Outstanding Patrol awards is really an accomplishment.”

Diamond Peak proves to be the SAFEST resort in the West by having an outstanding Ski Patrol that cares about its customers. Congratulations!

Diamond Peak is located on 1210 Ski Way in Incline Village, Nevada. For more information regarding the mountain or current conditions, please call (775) 832-1177.

## INCLINE VILLAGE

FOR IMMEDIATE RELEASE

Contact: Kayla Anderson  
PR/Marketing Coordinator  
(775) 832-1120, Kayla\_anderson@ivgid.org

### **Book a Wedding at the Chateau in Incline Village This Winter and Get Free Lift Tickets!**

**Incline Village, NV**- Hold the perfect winter wedding at the Chateau in Incline Village this winter and get up to 10 free Diamond Peak lift tickets, an additional \$480 value! The Chateau in Incline Village is located on the Championship Golf Course about 10 minutes away from Diamond Peak. The Chateau is a beautiful, multi-functional 5,200 sq. ft. facility that's perfect for weddings, receptions, and meetings.

If you book your wedding at the Chateau and it snows 24 inches within 24 hours, then we will provide transportation from the Reno/Tahoe Airport and Sacramento Airport.

The Chateau in Incline Village has vaulted timber ceilings, massive stone pillars, and a spacious covered deck with expansive mountain and lake views. Diamond Peak Ski Resort is a family-friendly mountain with uncrowded terrain and amazing lake views. Diamond Peak Ski Resort is located on 1210 Ski Way in Incline Village, Nevada. For more information about booking a winter wedding at The Chateau, please call (775) 832-1303. For more information about Diamond Peak, please call (775) 832-1177. Feel free to visit our websites at [www.diamondpeak.com](http://www.diamondpeak.com) and [www.inclinefacilities.com](http://www.inclinefacilities.com).

- ### -

Diamond Peak is Your Tahoe Place! ♦ [www.YourTahoePlace.com](http://www.YourTahoePlace.com) ♦ (877) GO-VIEWS



## LAKE TAHOE