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FOR IMMEDIATE RELEASE

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BIKINI RUN: SCANTILY-CLAD SPRING RIDING HITS MAMMOTH MOUNTAIN

Mammoth Mountain, CA – What began almost a decade ago as an impromptu half-naked jaunt through the snow has grown into a full-fledged and scantily-clad reminder that spring is here at Mammoth Mountain. On Saturday, more than 40 bikini and boardshort-wearing college students slid and slashed their way through Mammoth's spring corn snow as part of the spontaneous, yet annual "Bikini Run."

Bikini Run is a critical mass of college students, wearing next to nothing, taking a run from Mammoth's 11,053 foot summit to Main Lodge. Weaving between traditionally clad guests, bikini runners come to Mammoth for a good time and to take advantage of the mountain's seemingly endless snowpack year after year.

Justin Globerson, President of the UCLA Ski and Snowboard Team says, "The annual bikini run is a perfect excuse to have fun and make fun of yourself out on the ski slopes."

With 2007/08 season snowfall at over 28 feet and a current base of 6-9 feet, bikini runs are a great reminder that Mammoth is just ramping up for an incredible spring ski season under the warm California sun.

Upcoming spring events at Mammoth include: the **Pond Skim** on April 20 with a 100 foot pool of icy water taunting skiers and snowboarders, **Spring Fest's** month-long party celebrating epic spring conditions that kicks-off April 21, and the infamous **West Coast Invitational (WCI)** with a huge on-snow party, Nighttime Rail Jam in The Village and Fiesta de la Pipa from May 2 to 4.

Mammoth Mountain plans to remain open through Memorial Day, May 26, weather permitting. For more information visit MammothMountain.com.

Video footage available: <http://www.youtube.com/user/snowrpt>

Mammoth Mountain Ski Area is the leading four-season mountain resort in California. With 1.6 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village at Mammoth and Sierra Star Golf Course in Mammoth Lakes, California. For more information on Mammoth Mountain, visit MammothMountain.com or call 800.MAMMOTH.

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