



FOR IMMEDIATE RELEASE

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## **JANUARY MIDWEEK MADNESS RETURNS TO MAMMOTH**

Mammoth Lakes, CA – January Midweek Madness returns to Mammoth for its sixth season and brings with it great deals on lift tickets, lodging packages, food and drink specials and more every Tuesday, Wednesday and Thursday all over town. It's a great way to take advantage of an ideal time to visit Mammoth because midweek in January has great snow conditions and less crowded slopes. January Midweek Madness kicks off January 8 and runs through January 31, 2008.

January Midweek Madness means savings on everything from lift tickets to lodging to drinks every Tuesday, Wednesday and Thursday in January. Here's a sample:

- \$55 lift tickets for adults (19-64 years old) and youth (13-18 years old). Tickets must be purchased three days in advance by calling 800.MAMMOTH or logging on to [MammothMountain.com/jmm](http://MammothMountain.com/jmm).
- January Midweek Madness Lodging Packages start as low as \$120 per person, per night and include a limited edition Mammoth beanie. Restrictions apply. Call 800.MAMMOTH to book.
- Canyon Lodge and Main Lodge Sport Shops – Show your JMM lift ticket to receive 20% off select helmets, or 10% off purchases of \$100 or more.
- Tamarack Cross Country Ski Center – Mention January Midweek Madness for these savings: Two for Tuesdays (two trail passes for the price of one), Wednesday Special (adults save \$5, seniors save \$4 and youth save \$3 on a trail pass), and 15% off Thursdays.
- Ben & Jerry's Ice Cream – Two-fer-Tuesdays, Waffle Cone Wednesdays, Hot Shake & Cake Thursdays. Located at the Village at Mammoth.
- Munchkins – 10% off Teddy Bear Stuffers and accessories Tuesdays through Thursdays.

For a complete listing of January Midweek Madness deals offered please visit [MammothMountain.com/jmm](http://MammothMountain.com/jmm).

*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 resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, 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](http://MammothMountain.com) or call 800.MAMMOTH.*

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