



FOR IMMEDIATE RELEASE

Jan. 20, 2023

BIG BEAR MOUNTAIN RESORT EXPANDS OPERATIONS TO THREE DESTINATIONS IN SOUTHERN CALIFORNIA

*Three-mountain Experience to Include Snow Valley Mountain Resort
After Acquisition by Alterra Mountain Company*

Big Bear Lake, Calif. – Big Bear Mountain Resort (BBMR), Southern California’s year-round home for alpine good times, is expanding its operational footprint to include Snow Valley Mountain Resort after the iconic destination was acquired by BBMR’s parent company, Alterra Mountain Company.

Under terms of the deal that was finalized on Jan. 20, 2023, BBMR, which includes Bear Mountain and Snow Summit in Big Bear Lake, will oversee operations at Snow Valley immediately to create a three-mountain experience for visitors of all ages and abilities, featuring Southern California’s most renowned alpine destinations.

“This is the next chapter of Big Bear Mountain Resort’s storied history,” said Wade Reeser, President of Big Bear Mountain Resort. “Adding a destination as distinguished as Snow Valley to the BBMR family will enable our guests and employees to enjoy a cohesive resort ecosystem across all three mountains that is dedicated to providing the best outdoor recreation in Southern California and creating a culture that is inclusive, inspirational, and fun.”

Located on State Route 18 above Running Springs, 11 miles west of Big Bear Lake, Snow Valley features some of the region’s best beginner terrain, award-winning learning centers, and Southern California’s only lift-served sledding.

“Snow Valley Mountain Resort has been a treasured destination since 1924 and together we will continue its incredible legacy,” said Kevin Somes, Vice President and General Manager of Snow Valley Mountain Resort. “By becoming a member of the Alterra Mountain Company family of resorts, Snow Valley will continue to deliver exceptional guest experiences to ski and snow enthusiasts in Southern California, and beyond.”

Together, the three mountains boast the region’s most rideable terrain (687 acres), largest beginner areas, and highest lift-served peak (8,805 feet), as well as several notable distinctions, including the longest continually operating ski resort in Southern California (Snow Valley, est. 1924), home of the first terrain park in North America (Bear Mountain, 1992), and site of the inaugural Winter X Games (Snow Summit, 1997).

Operations will continue as usual at all three locations with Ikon Pass and BBMR season pass holders expected to be able to use their passes at Snow Valley starting on Monday, Feb. 20, 2023.

#

ABOUT BIG BEAR MOUNTAIN RESORT

Big Bear Mountain Resort is Southern California's home for year-round for alpine good times, offering world-class skiing and snowboarding in the winter and mountain biking, hiking, golf, and multiple family-friendly base area activities in the summer. Widely regarded as one of the most innovative and influential destinations in the outdoor recreation industry, Big Bear Mountain Resort has been pushing the progression of skiing, snowboarding, and mountain biking for over 75 years, from building the first terrain park in North America (Outlaw, 1992) to hosting the inaugural Winter X Games (1997). Located in the San Bernardino Mountains, Big Bear Mountain Resort is also home to the largest beginner areas, highest lift-served peak (8,805 feet), and only halfpipes in Southern California as well as Summit Bike Park and Bear Mountain Golf Course.

ABOUT ALTERRA MOUNTAIN COMPANY

Alterra Mountain Company is a family of 16 iconic destinations, the world's largest heli-skiing operation, and Ikon Pass – the premier ski and snowboard season pass offering access to more than 50 iconic mountain destinations around the world. Headquartered in Denver, Colorado and born out of the shared love of the mountains and adventure, the company has brought together some of the world's most aspirational brands, including: Steamboat and Winter Park in Colorado; Palisades Tahoe, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton Mountain and Sugarbush Resort in Vermont; Snowshoe Mountain in West Virginia; Tremblant in Quebec and Blue Mountain in Ontario, Canada; Crystal Mountain in Washington; Deer Valley and Solitude Mountain in Utah; and CMH Heli-Skiing & Summer in British Columbia, Canada, Aspenware, the ski industry leader in technology services and e-commerce, and Ski Butlers, the global leader in ski and snowboard rental delivery.