



## **SUN VALLEY PLANS 75th SEASON MILESTONE CELEBRATION**

### **2010 OLYMPIC GOLD MEDALIST EVAN LYSACEK to PERFORM on HISTORIC OPENING DAY**

SUN VALLEY, ID, -- August 25, 2010 -- As Fall approaches, Sun Valley Resort prepares for its landmark 75th winter season celebration.

This milestone may well mark the resort's most assorted winter season with special events attracting skiers and riders with everything from a 75th Season Rail Exhibition to the Ski Hall of Fame Induction Ceremony.

Although Sun Valley's traditional ski season opening comes around Thanksgiving, commemorative events will kick-off prior to the holiday season when Sun Valley first opened December 21, 1936.

Dollar Mountain, where it all began will host an all new 75th Season Rail Exhibition Friday evening, December 17. Seventy five seasons following the opening of the world's first chairlift at this location, Dollar will now showcase an additional 24 new rails and jibs in its three new terrain parks – Old Bowl, Half Dollar, and Poverty Flats. The event is expected to draw star athletes anxious to ride the sun and flip for Sun Valley's 75th.

The next evening, Saturday, December 18, Sun Valley will stage an elaborate and traditional Tree Lighting Ceremony celebrating the arrival of the Sun Valley Carolers.

With the Village properly transformed with holiday glitter, attention will turn toward Sun Valley's world famous outdoor Ice Rink where 2010 Olympic Gold Medalist Evan Lysacek will star in a very special 75th Ice Show Tuesday, December 21, commemorating Sun Valley's opening night .

Thursday, December 23, the celebration continues with a Classical Christmas Concert which will be followed the next evening by Sun Valley's traditional Christmas Eve Festival attracting thousands on the Sun Valley Lodge Terrace to enjoy the Torchlight Parade, arrival of Santa Claus and Nutcracker on Ice.

In addition to this special celebratory week, Sun Valley is planning myriad snow-style activities for all ages. The events will carry on through the end of the ski season which will culminate with Ski Heritage Week March 26, and finally the Ski Hall of Fame Induction April 2, 2011.

For additional 75th season special events please visit [www.sunvalley.com](http://www.sunvalley.com) or call 1-800-786-8259.