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## FOR IMMEDIATE RELEASE

### **Coming off Record Winter, Improved Infrastructure, Transit will Greet Big Bear Lake Visitors** *New Restaurants, Events Highlight an Improved Big Bear for Winter '17-18*

Big Bear Lake, Calif. -- Southern California's premier mountain destination continues to evolve on the heels of a winter season that saw record snowfalls and visitation. Riding a wave of momentum, a new and improved Big Bear will greet visitors, both in town and on the slopes, this winter.

Nowhere was that momentum more evident than in the acquisition of [Big Bear Mountain Resort](#) by affiliates of KSL Capital Partners and Henry Crown & Company this summer, confirming the appeal of the destination for visitors and new investors alike. As the ownership of Big Bear Mountain Resort continues to evolve, one thing has remained constant -- continued investment in improving the guest experience. This year that investment will take the form of improvements to update and reimagine the base areas at [Bear Mountain](#) and [Snow Summit](#). It's one of many new improvements outlined below:

#### **On the Mountain**

- A \$2 million capital project to remodel the base areas at Bear Mountain and Snow Summit is already underway and will see major changes both on the hill and in the base area, including:
  - A large expansion of beginner terrain at the east end of Bear Mountain that will further expand Southern California's largest beginner area. Two new moving carpets will also be added to service beginners and create an intimidation-free learning environment.
  - The likely addition of two satellite parking lots for peak visitation days and the improvement of existing ADA parking at the Snow Summit base area will make it easier for all guests to enjoy the snow. New traffic routing plans in place with the city of Big Bear Lake are also expected to significantly reduce congestion on peak days, decreasing travel times too and from the properties.
  - Complete remodels of the Oakfire Grill and Hawks 52 bar in Snow Summit's main lodge will include additional kitchen space and allow for greater serving capacity.
  - Newly renovated and expanded locker rooms have been designed with families and passholders in mind with modern aesthetics and improved efficiency.
- A new Big Bear Mountain Resort shop in the Big Bear Lake Village will also make it possible for guests to avoid lines at the base area by purchasing their lift tickets, equipment rentals, in advance.

## **Off-Hill Dining**

- [Oaksides Restaurant and Bar](#), offering 20 beers on tap and a menu featuring quality, made-from-scratch and locally sourced comfort food, Oaksides is a great new après option in the Big Bear Lake Village. With 15 HDTVs, Oaksides is a great spot to watch the game, and features a private loft space available for private events is perfect for hosting intimate gatherings and group functions.
- [The Black Kat](#): High-end dining has found a new home in Big Bear. This latest venture from David Stone, the man behind [Big Bear Lake Brewing Company](#), will appeal to more refined sensibilities. An extensive wine list and entrees like bone-in-filet, 14 oz Lobster tail, tomahawk steaks and market fresh fish, made for one of the most anticipated additions to the Big Bear restaurant scene in years. Having opened officially in Spring '17, it will greet winter guests for the first time later this year.
- Fire Rock Burgers & Brews: The early reviews are in, and it looks like Big Bear has a new favorite burger joint. Located on Pine Knot avenue in the heart of the Big Bear Lake village, Fire Rock serves up classic american fare, with a nice selections of appetizers, burgers, hot dogs, fresh cut fries and salads. It's the kind of food that goes perfectly with one of over a dozen craft beers on tap from local brewers throughout the region. The adventurous can even order a beer shake.
- [The Big Bear Local](#): All-natural, California/Hawaiian drive-thru. The unique concept for the Big Bear Local is the brainchild of actress/pro surfer Sanoe Lake Eaton and her husband, creative director Michael Sterling Eaton. Open daily from 9 a.m. -- 4 p.m., Local's menu includes a number of artisan rice bowls, ranging from the hearty (Poke and Korean short ribs) to the sweet (PB&J). Smoothies and coffee drinks round out the offerings at a perfect mid-day grub spot.

## **Events**

- [Hot Dawgz & Handrails](#): One of the snowboarding world's most anticipated and longest-standing events, Bear Mountain's annual winter kickoff party, Hot Dawgz & Handrails (HDHR), is upping the ante once again. Now in it's 14th year, the event is returning to a one-day format on Sept. 23, with a rail jam competition featuring the world's best snowboarders followed by live musical performances, including headliners Method Man and Redman, DJ Snoopadelic (Snoop Dogg), Andrew WK, and Tomorrow's Bad Seeds.
- [Big Bear Comedy Festival](#): Now in it's second year, The Big Bear Comedy Festival returns Nov. 3 and 4 with a great lineup of comedic talent. Set at multiple venues in the Big Bear Lake Village, the two-day festival offers shows themed and rated from LR (some hard language) to Adult and culminates with the not to be missed "poison" show, featuring 15 slightly buzzed comedians, tuned up and unfiltered live on stage. Tickets will go on sale Oct. 1st and with several shows selling out last year, it's recommended you purchase them in advance.

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### **About Big Bear Mountain Resort**

Big Bear Mountain Resort (BBMR), a [Mammoth Resorts](#) property, includes Snow Summit and Bear Mountain ski resorts, Bear Mountain Golf Course, and Snow Summit Bike Park. Together, BBMR features the most dependable snow conditions, largest beginner area, highest lift-served peak (8,805 feet), and only halfpipes in Southern California. Nestled in the heart of the San Bernardino National Forest, BBMR is a short drive from most locations in Southern California, or a quick flight from points beyond. BBMR is an equal opportunity service provider operating under a San Bernardino National Forest special use permit. For more information, visit [www.bigbearmountainresort.com](http://www.bigbearmountainresort.com).

**About Visit Big Bear:** Big Bear Lake is Southern California's premier mountain destination. Visit Big Bear supports visitation by promoting year-round awareness and creating and supporting special events and activities. For all there is to see and do in beautiful Big Bear Lake, explore lodging accommodations or request a free visitors guide, log on to [www.bigbear.com](http://www.bigbear.com) or call 800-424-4232. #LiveItUpBigBear