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FOR IMMEDIATE RELEASE

NEW TO BIG BEAR LAKE THIS SUMMER

*Lake Level Up 8.5 Feet. Zip Line, Ropes Course, and Snow Summit Bike Park Trail Expansion
Highlight What's New to Big Bear Lake This Summer*

Big Bear Lake, Calif. (April 23, 2019) – Southern California's premier four-season vacation destination, Big Bear Lake, is primed for the sweet days of summer. Known for its classic lakeside charm, Big Bear Lake's cooler mountain temperatures, scenic beauty, and wide range of recreational activities are just a few of the highlights that make Big Bear SoCal's go-to location for complete summer vacations or weekend getaways.

Thanks to a snowy winter, lake levels are up more than eight feet. A new zip line and ropes course, two new trails at Summit Bike Park, and a lineup of popular endurance events are just a few of the attractions and experiences new to Big Bear Lake visitors this summer. Highlights include:

Activities

- **NEW Big Bear Lake Visitor Center:** Right in the heart of the Village is your new one-stop Visitor Information Center. Stop by the Center for the most complete information provided by a friendly Big Bear Lake local, who knows the ins and outs of what's happening and things to do in Big Bear Lake. New this year, visitors will also find digital kiosks and a visitor app. Big Bear Mountain Resort will also have space in the visitor center where guests can purchase lift tickets and activities.
- **2-story ropes course at Big Bear Snow Play:** Set to open in July, the 2-level ropes course will include an 80 foot zip line and a number of challenges to reward and excite young and old alike. State-of-the-art safety harnesses will keep guests secure as they traverse the course, the first and only one of its kind in Big Bear.
- **Baldwin Lake Pebble Plain Wildflower Walks:** Baldwin Lake Ecological Reserve, will be hosting guided wildflower walks at the Baldwin Lake Ecological Reserve on April 27 & 28, May 11 & 25 and June 8 from 10am-2pm with guided walks at 11:30am. The Baldwin Lake Ecological Reserve is the home of one of the most unique ecosystems in California, the pebble plains. Wildflower walks, guided by Discovery Center volunteer naturalists, will teach visitors about flowers that are found only in Big Bear.
- **Zip line at Big Bear Alpine Slide:** The new Soaring Eagle will give guests another way to get their adrenaline fix, featuring side-by-side bucket-style seats that hang below the line with amazing lake views before descending through the canopy back down to the base area.
- **Big Bear Lake's East Public Launch Ramp:** Just in time for the spring and summer months, the lake's East Public Launch Ramp is now open from 6am to 6pm daily. Closed last season due to low water levels, Big Bear Lake's water level is up 8.5 feet since fall.

New Dining

- **Dank Donuts:** Located close to Bear Mountain and the Alpine Zoo, Dank Donuts sells a variety of donuts including baked, fried, vegan, and gluten-free options. Other breakfast items include breakfast burritos with homemade salsa, stuffed croissants, as well as jelly-jams, snack-packs, jerky, and more to take when you're out adventuring.
- **The Pines Tavern:** Located on a historic 1920's Big Bear restaurant site, The Pines Lakefront brings back a location that has roots directly tied to the lake. With a commanding view of the water and surrounding mountains, the new garden patio area offers a relaxing setting with its shade pergola and unobstructed views. *Coming Fall 2019.*

Big Bear Mountain Resort

- **Summit Bike Park:** Home to SoCal's best lift-served bike park with an extensive network of trails and terrain for riders of all disciplines and abilities. This summer, mountain bikers will find:
 - **New MTB and hiking trails:** Snow Summit is currently working with the US Forest Service on the approval process for a new top-to-bottom mountain bike trail intended for intermediate and advanced riders and a new hiking trail for the general public.
 - **New dual slalom course** at the base area. Compete with your buddies to see who's the fastest down the identical side-by-side runs.
 - **The FOX US Open of Mountain Biking** is coming to Snow Summit for the first time Sept. 12-15. Featuring some of the best enduro and downhill mountain bikers in the world, the US Open is completely free for spectators.
- **Big Bear Mountain Resort Events:**
 - **Movies in the Meadow:** Snow Summit's Movies in the Meadow series will feature free screenings of family-friendly films in the base area throughout the summer with concessions available for purchase from the Bighorn Smokehouse and seating available on a first-come, first-serve basis. This summer's screenings include:
 - May 25 at 8pm: TURBO (PG, 1 hour and 36 minutes)
 - June 15 at 8pm: School of Rock (PG-13, 1 hour and 49 minutes)
 - July 6 at 8pm: Trolls (PG, 1 hour and 32 minutes)
 - August 3 at 7:45pm: Ralph Breaks the Internet (PG, 1 hour and 56 minutes)
 - August 17 at 7:45pm: Ratatouille (G, 1 hour and 51 minutes)
 - September 7 at 7:45pm: How to Train Your Dragon: The Hidden World (PG, 1 hour and 44 minutes)
 - **Spartan SoCal Beast & Sprint #2:** One of the most challenging Spartan races returns to the mountains of Big Bear May 15 & 16. Reaching elevations as high as 8,200 feet, this course is a strenuous test of endurance, strength and determination.

- **Above the Boom** Visitors looking for a memorable Fourth of July experience can head to Snow Summit and take the Scenic Sky Chair to the top of the mountain and enjoy family-friendly entertainment and panoramic views of the Big Bear Fireworks Spectacular. Limited tickets available.
- **Crafts N Cranks** will return to Snow Summit, July 20-21. Part bike race, part beer festival with live music and a few carnival rides mixed in for good measure, Crafts N Cranks has become one of the bigger mountain biking events on the West Coast, offering a prize purse to match.

Events

- **National Trails Day Run & Hike:** Kodiak Ultra Marathons is partnering with the Big Bear Valley Trails Foundation to bring you a fun-filled day of running, hiking, and an introduction to trail maintenance. Although the trail maintenance is not required, we will have groups working on the trails from 9am-12pm, so if you finish your run before noon we hope you'll join in the fun!
- **Adventure Van Expo on June 1 -2:** Will feature built-out Mercedes Sprinters (mostly) 4x4 rigs, accessories, and more. Come out and meet the builders, network with Vanlifers and check out all kinds of unique workmanship.
- **Grill and Chill Memorial Weekend Festival:** Doubling the amount on BBQ, the Grill and Chill Festival is back for a second year with live music, craft beer, delicious BBQ and a new kids play area featuring "Dino Encounters." For the first time fans can purchase VIP tickets ahead of time and skip the lines for food and beverages.
- **Big Bear Lake Maifest:** Maifest is a tradition spring celebration in Germany and known as "Oktoberfest's little sister." Head to the Big Bear Convention Center May 25 & 26 for Big Bear's Maifest, featuring German music, food and beer. Enjoy the May Pole, special MaiBock Beer and a Maibowle.
- **Fishing for 50K:** 80 tagged rainbow trout including five with \$10,000 tags will be stocked for SoCal's best trout tournament, returning to Big Bear lake June 8 & 9.
- **Big Bear Chili Cook-off:** The Big Bear Chili Cook-off returns July 13. An ICS World Qualifier, the event is free to attend and features 40+ competing chefs, live bands, craft beer and much more.
- **Tour de Big Bear:** The Tour de Big Bear celebrates ten years of beautiful mountain riding Aug. 3. With 10k, 25, 50, 70 and 109 mile courses, there's a route for every cycling enthusiast. Use the code BBDOTCOM19 to get 10% off your entry.
- **Kodiak 100:** Featuring nearly 17,000 feet of vertical climbing, and sustained running over 7,000 feet in elevation, the Kodiak is a true test and takes place Aug. 16-18. Also featuring a 50 mile race and a 50k race, the event is a UTMB Qualifying Race.
- **Grizzly 100 & Big Bear MTB Gran Fondo:** Big Bear Lake's premier mountain bike event returns Sept. 28. Offering epic technical riding on some of the best single track courses in southern California, the Grizzly 100 attracts riders from around the world. The Gran Fondo Mountain Bike ride offers five different routes to fit all levels of riders.

For more information on the upcoming winter season, or to book your next adventure, go to BigBear.com and BigBearMountainResort.com.