

2009 Sumer Press Kit

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May 2009

Greetings!

When I took the position as the new Communications Coordinator last winter, one thing I knew for sure: I was lucky. Lucky to have been given this job almost directly out of college, lucky to work in an environment in which the people and the guests were so incredibly welcoming, lucky to have the opportunity to work with writers and photographers whose work I'd admired through the years and finally, lucky to be able to spend so much time at the mountain I called home.

Growing up, I saw the ins and outs of Schweitzer from the eyes of a local. I had never been familiar with the impact Schweitzer has to those who didn't make their first turns on its slopes. Interestingly enough, the impact is the same... It seems to feel like home to everyone.

I encourage anyone who has only experienced Schweitzer in the winter (or hasn't at all) to come enjoy it after the snow has melted.

This will be my first summer at Schweitzer from a "behind the scenes" position, and as a new employee, I am thrilled to share that experience with you! As a local, I am thrilled to share this mountain with you!

Please take a moment to check out Schweitzer's 2009 summer press kit here, or view it online at http://www.schweitzer.com/company/press_room/press_kit/. Additionally, if you are interested in the '08-'09 Winter Press Kit, you can view it [here](#).

Additionally, the entire press kit is available by hard copy and on CD. Please don't hesitate to ask if you would like it in either of these formats, or if you'd like photos, additional information or assistance of any sort. Please contact me and I'm happy to help.

A phone call or email is all it takes and I'll handle all the details for your visit. I look forward to seeing you and showing you around!

Best Regards,

Haley Sorbel
Communications Coordinator
Schweitzer Mountain Resort
208.255.3082
hsorbel@schweitzer.com

News Release

For Immediate Release:
5-13-09

Media Contact:
Haley Sorbel - 208.255.3082
Communications Coordinator
Patrick Sande
Marketing Manager-208.255.3031

It Pays to Play at Schweitzer Mountain Resort The Great Escape Package at Schweitzer brings a whole new meaning to “all inclusive”

Sandpoint - Schweitzer Mountain resort is offering an all inclusive package that actually rewards guests that play there!

Schweitzer’s Great Escape Package entails simply booking a room at the White Pine or Selkirk Lodge and receiving \$30 in adventure bucks per person per night. These adventure bucks can be used exactly like real money at participating locations. These locations include every possible adventure on the mountain – from shopping to dining, mountain biking to the spa – or enjoy off-mountain adventures by taking the adventure bucks to Schweitzer’s activity center to purchase a lake cruise on the Shawndonese, a day at Silverwood Theme Park or a quiet day in a kayak.

The packages start at \$59 per person per night (which, essentially, is only \$29 after the adventure bucks) and the prices are based on quad occupancy.

“This package is one response to the travel trends today which include making travel easier for multigenerational families as well as those seeking all-inclusive options. It also offers opportunities for locals to book “staycations” in which they can take advantage of the town they love, save money on gas yet still get away,” said sales and marketing director, Dave Kulis.

Another advantage to this package is that it is completely customizable. The adventure bucks can be spent on a single activity or many activities to satisfy anyone. The Great Escape Package offers every family member options to fit their definition of adventure.



News Release

For Immediate Release:
5-6-09

Media Contact:
Haley Sorbel - 208.255.3082
Communications Coordinator
Patrick Sande
Marketing Manager-208.255.3031

Schweitzer has the World on a String...A URL string *Ski resort gets online and in tune with digital and social media outlets*

Sandpoint - It used to be that you can the only thing you could do at a ski resort was play on it. Schweitzer Mountain Resort can now be tweeted, poked, tagged, shared, viewed, rated, blogged, followed, uploaded, downloaded, subscribed to, and im'd.

Social media outlets are quickly taking over the world and hundreds of ski industry outlets have fast joined in the race for the most views. Schweitzer has become a part of Facebook, MySpace, Twitter and YouTube, as well as creating a blog to share the mountain from an insider's perspective.

"These outlets are new opportunities for Schweitzer to connect and share with a community said Patrick Sande, Schweitzer's Marketing Manager. "Whether it be up-to-the-minute snow reports, event announcements or sharing photos and videos; social media provides us with a great opportunity to communicate with our guests."

Social media links professionals with students, fans with celebrities and companies with consumers. It is a literally a world at one's fingertips and it is growing rapidly. As of May 2009, Schweitzer had nearly 100 followers on twitter, nearly 700 friends on facebook and a growing number of views on YouTube – all of which are relatively new accounts.

Schweitzer has also taken steps in the past couple of years to become not only more virtually savvy, but digitally self-sufficient as well. Investing in a Nikon SLR camera and lenses, flash system and HD video camera, Schweitzer cannot only create photos and videos, but publish them on the web through these social media sites making Schweitzer completely accessible all over the world.

However, Sande maintains that the virtual experience of Schweitzer is not meant to nor can it ever replace the real one.

"This is just a digital first impression and a means to keep our guests informed about the most current happenings and what to expect when they visit the mountain."

2009 SUMMER EVENTS

June 26

Schweitzer Opening Day

Get here early for first chair on opening day! Lift open from 11am – 5pm.

June 27

Schweitzer Summer Celebration

Our opening day celebration kicks off with free scenic chairlift rides and live music. Activities will include a barbeque, climbing wall, bungee trampoline, hiking, disc golf, tennis, Diggler scooters and mountain biking.

July 18

Schweitzer Bluegrass Festival

Enjoy live bluegrass music on the lawn from with spectacular views, brews and barbecues. Admission to the music is free. Kid's activities will run all day.

August 5-26

Twilight Bike Races

Every Wednesday in August, mountain bikers unite at Schweitzer. Our twilight bike races attract the regions best riders for friendly competition on courses that change weekly. Each course includes a challenge station that in the past has ranged from a climbing wall, to a slack line, to lawn games. The whole family can come for some great times as kid's races and after parties are offered as well.

August 2

Huckleberry Festival

As the name implies, this is Schweitzer's way of honoring the great northwest icon. A huckleberry pancake feed, hosted huckleberry picking hikes, arts and crafts vendors, barbeque, huckleberry pie eating contest, special huckleberry themed village activities and live music will make this one huck of a great day.

September 5-6

Schweitzer Fall Fest

Schweitzer's 16th annual outdoor microbrew and music festival offers tasting tents featuring regional microbrews, wine and soda. Several bands will ring in fall throughout the day and be a soundtrack to the various kids activities taking place.

October 31

Halloween Party

3rd Annual Spooky Spectacular – haunted house, costume contest, and live music. Event is sure to sell out so purchase tickets in advance.

Bands for all events will be announced. Visit www.schweitzer.com or call 208.255.3081 for event details, or call 877.ITS.IN.ID for lodging reservations.

MOUNTAIN FAST FACTS

Operations

Summer Season Opening: June 26, 2009
 Summer Season Closing: September 7, 2009

Chairlift Hours of Operation

June 26 – September 7, 2009 Daily - 11am – 5pm

Statistics

Village Elevation: 4700 feet
 Summit Elevation: 6400 feet
 Summer Lift Serviced Vertical: 1700 feet

TRAILS

Cross Country terrain 21 designated trails
 Hiking trails 2 designated trails

BIKE TRAIL CLASSIFICATION

Intermediate 57 %
 Advanced 29 %
 Expert 14 %

Contact

10000 Schweitzer Mountain Road, Sandpoint, Idaho 83864
 Reservations/Information: 877.ITS.IN.ID
 Summer Activity Center: 208.255.3081
 General Information: 208.263.9555
 Fax: 208.263.0775
 Email: ski@schweitzer.com
 Lodging reservations email: stay@schweitzer.com
 Website Address: www.schweitzer.com

Mountain Terrain

The wintertime cross-country ski trails make for excellent mountain biking and hiking in the summer. There are over 30 miles of single and double track cross country trails on the mountain. Ability levels range from intermediate to expert, highly technical trails, and a new “family-friendly” trail will make its debut this summer. Most of the trails are accessible from the trailhead just outside the village. Or riders can catch a lift on the Great Escape Quad to the top of the mountain for exciting downhill options. The Nature Trail prohibits mountain bikers and is therefore a favorite with hikers who enjoy the beautiful trail to the top of the mountain.

SUMMER MOUNTAIN ACTIVITIES

Visit one of the Schweitzer Activity Centers to get set up for all your mountain adventures

The Summit Activity Center at the top of the Great Escape Quad is the place to round up all the toys and information you need for hours of fun. Grab a beer, take in the views and create an all-day adventure.

The Mountain Activity Center is the place to plan vacation activities. The friendly staff assists guests with Scheduling individual activities or planning an itinerary for their entire stay.

Schweitzer is a year-round playground with endless opportunities for recreation and relaxation

Chairlift Rides carry guests up 1,700 vertical feet to the top of Schweitzer Mountain. Unlimited lift tickets for the full day are \$20. Single rides are \$10 for adults, \$8 for juniors and seniors, and ages 6 and under are free. A family of four can have a single ride for \$32, while each additional family member is \$5

Mountain Biking can take you away on some great single-track trails. As a former host of the NORBA National Mountain Bike Championships for three years, Schweitzer has more than 30 miles of varied downhill and cross-country mountain bike terrain. Additionally, Schweitzer's newest trail offers the ultimate family adventure. Stretching six-miles from summit to village, this trail is sure to please every member of the family.

Diggler Mountain Boards offer an exciting and adventurous alternative to downhill mountain biking. These scooters have big knobby tires and are used to coast from the top of the mountain to the village. Brakes are included.

Disc Golf is offered with a 9-hole course on top of Schweitzer Mountain. Disc rentals and basic instruction are available.

Guided Horseback Riding on local trails is a great way to explore the mountain. Mountain Horse Adventures and their horses guide the way.

Hiking trails lead guests up the mountain to sweeping views of Lake Pend Oreille and the surrounding region.

Huckleberry Picking is a north Idaho favorite in August. This is a weather dependent, seasonal activity that may start by mid-July and/or go until mid September.

Tennis courts are available right in the village. Court time is free. Racket and ball rentals are available in the Activity Center. Reservations recommended but not required.

Geo-caching is a fun way to explore the mountain looking for hidden treasure with Global Positioning System (GPS) units. Rent a GPS from the Activity Center or bring your own and get the coordinates from the Activity Center at no charge

~more~

Trout Fishing is great on beautiful Colburn Lake. Catch and release only with non organic bait and barbless hooks. No license necessary but Schweitzer fishing permits are required and available in the activity center.

Climbing wall is located in Schweitzer Village

Bungee Jump Trampoline offers thrills for those not quite ready to take a full plunge. Located in the village.

Giant Checkers and Chess bring a whole new meaning to 'Check Mate!' Checker and Chess pieces are available for use on the outdoor boards by visiting the Mountain Activity Center.

Selkirk Theatre is open for resort guests to watch movies upon request.

All-Inclusive

Schweitzer Summer Fun Pass is the key to all-day adventure. The one-day pass includes a scenic chairlift ride, one bungee jump trampoline and two tries on the rock-climbing wall. \$15

Great Escape Packages starting as low as \$59 per person per night, include overnight accommodations in Schweitzer Village and come complete with \$30 in Adventure Bucks for each person each night. Adventure Bucks can be used both for resort offerings and through our Activity Center to enjoy a wide variety of area attractions. Price is based on quad occupancy.

Just For Kids

Schweitzer Adventure Camp offers fun and structured activities for children age 6 to 11. Each session includes 5 days of activities on the mountain including crafts, hiking, chairlift rides, huckleberry picking, swimming and more. Plus participants can try out our climbing wall and bungee trampoline with new friends! We provide transportation from the Red Barn parking lot and daily snacks. Hours are 8am – 4pm Monday through Friday. Camps run for seven consecutive weeks between July 6 and August 21. Each week will be tailored to fit the wants/needs of the kids who sign up. The cost is \$150 per child per week with a \$10 discount for season pass holders. Price includes snacks, transportation and a souvenir. Call 208-255-3081 for more information or registration, or download the forms at www.schweitzer.com.

Seven fun-filled weeks:

Session one:	July 6-10
Session two:	July 13 -17
Session three:	July 20-24
Session four:	July 27 – 31
Session five:	Aug 3 - 7
Session six:	Aug 10- 14

SCHWEITZER VILLAGE FAST FACTS

Profile

Sculpted into the earth at the foot of the Lakeside Bowl lays Schweitzer's base camp. Open 7 days a week, this quaint little village brims with offerings to suit every need, from shopping and food to games and adventures.

Lodging

Schweitzer offers two mountain-side facilities in the heart of the village, plus a distinctive and diverse array of condominiums. See lodging fact sheet on pp. 9-10

Dining & Nightlife

Chimney Rock Grill- Serves breakfast, lunch and dinner, featuring exquisite cuisine with southwestern flair. A full bar, fireplaces, and comfortable lodge furnishings complete the appeal.

Mojo Coyote Café- A casual eatery with hot breakfast and lunch specials, coffee drinks, and freshly baked pastries.

Alpenglow Deli and Ice Cream- Perfect for those with a sweet tooth. Features a full deli and variety of ice cream treats.

Pucci's Pub- Focus on local and organic ingredients, Pucci's serves high-style pub fare for lunch and dinner, plus microbrews and wine.

Shopping

The Source- offers full suspension downhill and cross-country mountain bike rentals. Basic bike tuning and repair is available, plus gloves, shorts, jerseys, hydration packs, sunglasses, hats and sunscreen.

Stiles Mountain Wear- Functional and stylish outdoor clothing and accessories.

The Artist's Studio- A local artist cooperative showcasing unique photos, drawings, paintings, glass art, jewelry, and more. www.arttourdrive.org

Services

Solstice Center of the Healing Arts offers a wide range of integrative therapies from Oriental bodywork to therapeutic and relaxation massage Solstice provides a clean and professional environment and clinical knowledge to suit the needs of any mountain adventurer. Advanced reservations required.

LODGING FAST FACTS

Selkirk Lodge

- Description** The Selkirk Lodge is a mountainside facility located in the heart of Schweitzer Village. The Selkirk Lodge offers deluxe rooms with easy access to Schweitzer’s lifts, restaurants, lounges, shops and day-lodge.
- Residences** Selkirk Lodge is a European-style lodge with 82 deluxe rooms and suites. All rooms offer mountain-style furnishings and have mountain or village views. Many rooms are equipped with wet bars, microwaves and refrigerators.
- Amenities** Selkirk Lodge guests have access to an outdoor heated pool, three hot tubs, heated underground parking, a fitness room and a secure ski locker room.

**Selkirk Lodge
Rates Summer 09
(Excluding holidays see schweitzer.com for details)**

Type	Sun-Thurs	Fri-Sat
Standard Room	\$135	\$145
Deluxe Room	\$166	\$180
Standard w/ Jetted Tub	\$166	\$180
Deluxe w/ Jetted Tub	\$184	\$199
Combination Suites	\$285	\$309
Combination w/ Jetted Tub	\$317	\$343
Northwest Suite	\$204	\$220

All lodging rates are subject to additional taxes and fees

White Pine Lodge

- Description** White Pine Lodge is the premier property at Schweitzer. Built in the traditional mountain-lodge post and beam style, the lodge is accented in native Idaho colors and fine contemporary mountain furnishings. The exterior stone was quarried from Schweitzer’s mountainside.
- Residences** White Pine Lodge’s 50 guest units feature full kitchens complete with dishwashers, as well as fireplaces, laundry facilities and balconies. Rooms have either beautiful views of the Cabinet and Bitterroot Mountains and Lake Pend Oreille, or Schweitzer Village and Schweitzer Mountain.
- Amenities** Other amenities include spacious tiled bathrooms, cable TV and DVD players, available internet access, and private access to a fitness center. The fitness center is equipped with cardiovascular and weight machines, luxury changing rooms with large, private showers, outdoor hot tubs, and access to an outdoor, heated swimming pool.

~ more ~

GROUPS

The Cirque Group Welcome Center, conveniently located in Schweitzer Village, houses our group services staff.

Schweitzer offers a variety of unique settings for your gathering, meeting, or wedding - from intimate rooms to spacious outdoor locations. Each setting is exquisite and can offer all of the modern conveniences with cutting-edge technology, custom banquets, bars, and more. From hiking to biking, geocaching and horseback riding, outdoor group activities encourage interaction and camaraderie. Our staff is committed to meeting your goals, whether they focus on productivity, team building, or just a great time.

Facilities

Schweitzer Mountain Resort offers several private meeting room options for your group. The Selkirk Lodge Conference Room is ideal for smaller gatherings. Wrapped in panoramic windows in the Lakeview Lodge, the Caribou Room can accommodate larger private affairs. The North Room, available during the summer months, is well suited for casual events and provides full-bar service, a stage and a dance floor.

Group meetings and private parties can be arranged at one of the resort's outdoor settings as well, utilizing the Village Patio or the summit of Schweitzer Mountain. Guests can ride to the top on the Great Escape Quad Chairlift to enjoy wild acres of open space and sweeping views of mountains and lake.

Technology

Schweitzer offers a full complement of audio and visual equipment. Choose from our all encompassing conference, live sound, and wedding packages, as well as offerings from a menu of the latest multimedia projectors, sound systems, computer systems, LCD TVs, Wi-Fi Internet, white boards, easels, conference phones and more. Onsite technical support is also available.

Activities

Schweitzer Mountain Resort offers several on-site and local recreational activities that can be arranged in conjunction with group gatherings. These include hiking, biking, disc golf, tennis, horseback riding, golf or various water activities on Lake Pend Oreille. Nearby Sandpoint, Idaho also offers a range of options, including shopping, dining, arts and entertainment.

Information

Professional meeting organizers work with clients from start to finish, ensuring a successful event. Catering, overnight lodging, discounted lift tickets, equipment and lessons can be arranged upon request. Schweitzer provides support for copying, computer and projector assistance as well as other administrative functions.

Information: Stop at The Cirque, call 208.263.9555 ext 2820, or visit <http://www.schweitzer.com/groups/> to find out more about group deals.

STORY IDEAS

Schweitzer offers more options in the summer with Great Escape packages

The ready-made and personalized adventure makes it easy for families to hop in the car and check-in. No heavy planning or major logistics to consider. Arrive, visit the Mountain Activity Center and schedule your activities: from mountain biking to a day at Silverwood Theme Park, to a round of disc golf before lunch and huckleberry picking for dessert afterward....all paid for with the Schweitzer Adventure Bucks received when booking a night at one of the two mountain lodges.

The best of mountain and lake

Inevitably, after a few days of adventures on the mountain, the exquisite view from Schweitzer draws people down to bask in the sun on the shore of Lake Pend Oreille. Enjoy a cruise on the Shawnodese or rent a kayak or boat and paddle out to the Bottle Bay Marina, Schweitzer's new summer partner. Refuel your boat, grab a dinner and a drink and enjoy a night in a lakefront cabin. The Marina is just a short drive from Sandpoint, and even shorter by boat. Enjoy Schweitzer by land and water this summer.

Huckleberries delight young and old

Idaho's state fruit is a tangy and delicious member of the blueberry family. Huckleberries grow in mid-Alpine regions in the Pacific Northwest. These luscious berries are abundant on the slopes of Schweitzer. The Mountain Activity Center may share their secret spots with visitors who can go out and pick buckets. Try a huckleberry shake at Alpenglow Deli, an icy huckleberry lemonade at the Mojo Coyote Café, or pick your own and make pancakes. Better yet, eat them right off the bush when they are warm from the sun. The Huckleberry Festival will honor and celebrate everything huckleberry August 2nd at Schweitzer Mountain.

Beargrass Cruiser (Family adventures – family mt. biking)

A new addition to the already stellar selection of mt. biking trails on Schweitzer is an option less geared toward intensity and more toward family. The Beargrass Cruiser, stretching six miles from the summit to the village, offers a family-style biking option with a little smoother and a little less steep terrain. Though still an adventure for a seasoned rider, this is the mountain's first "family-friendly" trail.

Schweitzer Social Media

What began as a way for musicians to get their name out and for college students to keep in touch has spun into an online phenomenon that has taken everyone from CNN to Oprah to virtual heights. Social media is on the rise, and Schweitzer is jumping on to see the view. See corresponding press release.

Print Quality Photos Available upon request

GETTING HERE

Location: Schweitzer Mountain Resort is nestled in the rugged Selkirk Mountains of the Idaho panhandle and the northwest Rocky Mountains. Located 11 miles from the town of Sandpoint, Idaho, Schweitzer is surprisingly easy to get to. Several convenient travel options are available by land, air and track.

By Land: From I-90, take the US-95 exit (number 12) in Coeur d'Alene, Idaho, and head north to Sandpoint. Go through Sandpoint on US-95 until it intersects with Hwy-200. Take a left to stay on Hwy-95. Continue driving to the first stoplight. Take a left there on Schweitzer Cut-Off Road. At the "T" go right on North Boyer and drive about one-half mile until reaching the Schweitzer sign. Go left and travel 9 miles uphill to Schweitzer.

Approximate travel times by car to Schweitzer Mountain Resort:

- From Spokane, WA 2 hours
- From Missoula, MT 3.5 hours
- From Tri-Cities, WA 4.5 hours
- From Seattle, WA 6 hours
- From Portland, OR 8 hours

By Air: Spokane International Airport is the nearest major airport to Schweitzer. Information on flight times and facilities can be found at www.spokaneairports.net. Direct flights are available from several major US airports.

Ground Service: Ground transportation options between Spokane and Sandpoint include:

<u>Payless Shuttle Service</u>	888-870-7433
<u>Omni Bus</u>	208.667.6664

Spokane International Airport is serviced by most major car rental companies. A full list is available at the airport's homepage, www.spokaneairports.net. Some include:

<u>Budget</u>	800.527.0700
<u>Dollar</u>	800.800.4000
<u>National</u>	800.227.7368
<u>Avis</u>	800.331.1212

-more-

- By Train:** Amtrak serves Sandpoint from a number of major cities, including Seattle, Portland, Vancouver BC, Chicago and St. Paul. The most up-to-date information on Amtrak rates, departures and arrivals is available at www.amtrak.com.
- In Town:** Getting around Sandpoint and up to the mountain is easy with the following transportation options:
- Bonner Cab Service
Information is available by calling 208.263.7626
- Sandpoint Cab Company
Information is available by calling 208.610.6212
- Parking:** Complimentary underground parking is available to overnight guests at the Selkirk Lodge and White Pine Lodge. Day guests have several options for on-mountain parking.
- RV's:** Free RV parking is available in the Gateway parking lot. Please stop by the Mountain Activity Center, located in the Selkirk Lodge, when you arrive for information on the resort.

SANDPOINT FACTS

Profile

Sandpoint is located in the Idaho panhandle, about 60 miles south of the Canadian border. Surrounded by the Selkirk and Cabinet Mountains, Sandpoint offers outstanding outdoor recreational opportunities all year long. But Sandpoint is about more than natural beauty and outdoor pursuits. This eclectic mountain town has spawned a significant artistic and cultural community. Sandpoint has an active performing arts scene with frequent live music, dance and drama performances. A varied selection of restaurants from exquisite fine dining to ethnic cuisine as well as casual grills and pubs can satisfy any taste. Several wine bars, a nightclub and many hometown style music venues and pubs round out the offerings.

Lodging

Sandpoint offers a wide range of hotels, vacation rentals, charming bed and breakfast establishments and comfortable inns.

Population

Bonner County – 41,275 (July 2006)

Sandpoint – 8,206 (July 2006)

Tourist Information

Sandpoint Chamber of Commerce, 208.263.0887

Sandpointonline.com for a full list of dining, lodging, events and more

Sandpoint.com, 208.255.5995

Climate

Sandpoint has a moderate 4-season climate. Few days reach subzero temperatures and likewise, few days reach over 90 degrees in the summer. Most of the precipitation occurs in the winter. Summers are drier with weeks of sunny days in a row. Typically, Sandpoint enjoys 174 days of sunshine per year.

	Avg Min Temp F	Avg Max Temp F
March	27.7	46.4
April	33.9	57.2
May	40.2	66.3
June	45.9	73.2
July	48.5	81.9
August	47.0	81.0
September	41.0	70.5
October	34.0	57.0

*Source: Western Regional Climate Center, <http://www.wrcc.dri.edu/cgi-bin/cliMAIN.pl?idsan>

Area Attractions

Golf is close by at Elks Golf Course, and at Stone Ridge Golf and Recreational Community in Blanchard.

Kayaking on Lake Pend Oreille is available in half-day tours, full moon tours, and specialty tours. Kayak rentals available as well.

Whitewater Kayaking challenges are available within easy driving distance. Priest River has Class II and III sections with beautiful scenery. The Moyie River offers challenges up to Class V.

Lake Pend Oreille Cruises run throughout the summer on the 40-ft. Shawnodese, which explores the second deepest (1,150 feet) body of fresh water west of Mississippi.

Guided Mountain Bike rides to Priest Lake are available and can be arranged through Schweitzer's Activity Center. Bike rentals are available through the Source at Schweitzer.

Coldwater Creek, specializing in casual clothing, accessories and gifts, has its flagship store in Sandpoint.

Pend d'Oreille Winery offers tours, tastings and shopping in its unique store and wine bar.

Laughing Dog Brewery has a tasting room and shop that are open daily in Ponderay, ID.

Bottle Bay Marina is located three miles south and eight and a half miles east of Sandpoint, Idaho on beautiful Lake Pend Oreille. The resort sits on the west shore of Bottle Bay, a quiet wind protected bay shaped like a bottle. The resort is a ten minute ride by boat from Sandpoint City Beach or a scenic twenty minute drive on Bottle Bay Road along the lakeshore.

Cedar Street Bridge Public Market the Cedar Street Bridge Public Market is heralded as the only marketplace on a bridge in the United States.

Bonner County Historical Museum is open year round and features an extensive archive of photographs, newspapers, and other historical documents. The museum has four rooms dedicated to the history and development of Bonner County. It includes exhibits on Native Americans, fur traders, steamboats and railroads. It also offers an insight into the man Schweitzer Mountain is named for!

Art Galleries abound in downtown Sandpoint and showcase artwork by local, regional and national artists.

Panida Theater offers guests a look into Sandpoint's history with its historic architecture and recently restored interiors. The theater is community owned and the vibrant center for Sandpoint's performing arts.

Train Station This 1916 Gothic-style station in Sandpoint, Idaho is the oldest remaining active passenger depot of the former Northern Pacific railway. Passengers still use the original white tiled waiting room before boarding Amtrak's Empire Builder to travel east to Chicago or west to Seattle or Portland. This is the only stop Amtrak makes in Idaho.

Silverwood The Northwest's largest theme park, with more than 65 rides, shows, and attractions and a 16 acre water park - centrally located in north Idaho just south of Sandpoint.

SANDPOINT EVENTS

May 14-17

Lost in the 50's

Sandpoint goes retro during [Lost in the '50s](#), with a vintage car parade, concerts, a street dance, car rally, downtown car show and fun run. 208-265-5678

June 18

Sandpoint Summer Sampler

Tasty cuisine from some of Sandpoint's finest restaurants plus live music, local brews and wines, games, food eating competitions and more.

July 9-12

Sandpoint Wooden Boat Festival.

Classic wooden boats and car show, sand sculpture contests and more at the Old Power House, sponsored by the Inland Empire Antique and Classic Boat Society and Downtown Sandpoint. Visit the [Web site](#) for a detailed calendar of events. 208-255-1876

August 6-16

Festival at Sandpoint

26th annual Festival at Sandpoint is an internationally renowned outdoor concert series on the lawn at Memorial Field, alongside beautiful Lake Pend Oreille. Summer lineup announced May 15.

September 6-13

Lakedance International Film Festival

Sandpoint's third annual film festival, the largest in the Inland Northwest, at the Panida Theater featuring dozens of independent films, workshops and discussions.

HISTORY

IN THE BEGINNING

The history of Schweitzer Mountain Resort dates back over a century ago when, as legend has it, a Swiss hermit took shelter at the bottom of the basin in the foothills of the Selkirk Mountains overlooking Lake Pend Oreille where Schweitzer now sits. Little was known about the man, other than at one time he had served in the Swiss military. The hermit became such a presence in the area that, some years later, locals in the nearby mountain town of Sandpoint would name Schweitzer Mountain after him. The word *Schweitzer*, in German, means “Swiss man.” Fun-seekers from Sandpoint began recreating on Schweitzer Mountain in the early 1960s. It wasn’t until a few years later that Schweitzer would officially open as a winter ski area.

THE FOUNDING FATHER

Jack Fowler, a Spokane native, founded Schweitzer Mountain Resort. He had the idea one winter day while traveling back to Spokane from a ski vacation in Whitefish, Montana. Fowler looked up and was struck by the beauty of Schweitzer Mountain’s snowy basin mountaintop. At once knew the area could be developed into a premier ski resort. Fowler, Jim Brown and other key investors combined their resources, sold shares to local residents, and built Schweitzer’s first chairlift. December 4, 1963 was the official opening of the resort.

THE BROWN YEARS

A few years after Schweitzer’s modest beginnings, Jim Brown bought out his partners and began to expand the resort. He built the Red Cricket apartment complex and constructed a day lodge at the base of the mountain. Brown greatly increased the attraction of Schweitzer and the surrounding Sandpoint community where, until then, things had been woefully quiet in the winter months. During his ownership, he was credited for starting Schweitzer summer lifts for mountain bikers and other outdoor enthusiasts, and for hosting the first Festival at Sandpoint, an annual music festival showcasing international and local composers and performing artists.

HARBOR TAKES THE HELM

On December 31, 1998, Harbor Resorts purchased Schweitzer Mountain Resort. Owners of Stevens Pass and, at that time, Mission Ridge in the Cascades Mountain Range, the Seattle-based real estate company brought more than a quarter century of experience in ski-resort development and management.

In 1999, Green Gables was renovated and re-named The Selkirk Lodge. The Terrain Park was rebuilt and lit for night operations. Harbor installed two new handle lifts, improved local roads, and expanded the beginner ski area.

One year later, Stella, Idaho’s only high-speed 6-passenger chairlift, opened on the mountain. The lift, housed by a 19th century cable carriage barn complete with steaming boilers and spinning gears, takes visitors back in time as they anticipate their ascent of Schweitzer Mountain. Stella greatly improves guest access to more than 150 acres of family-friendly terrain. More than that, it provides Schweitzer visitors a unique visual and emotional experience. The one-mile ride to the top climbs more than 1,500 feet in just five-and-a-half minutes. Along the way, visitors have plenty of time to take in the striking Idaho scenery.

In May 2001, construction began on White Pine Lodge. The 75,000-square-foot guest lodge, which opened in August 2002, is the premier property on the mountain with its contemporary mountain architecture and luxury accommodations. It features 50 fully furnished condominium units which command spectacular views of lake or mountain, various shops and restaurants at its ground level, and two floors of underground guest parking.

In 2002, The Chimney Rock Grill, a full-service restaurant in the heart of Schweitzer Village, was completely renovated and in 2003, the Schweitzer Activity Center was added, which offers year-round mountain activities.

The resort remains committed to its history and its character. In 2002, Jack Fowler celebrated his 80th birthday at Schweitzer Mountain. As a tribute to Schweitzer's founding father, a new run, "Jack's Dream," was built close to where the first chairlift was built over 40 years ago.

In 2005, a new surface lift called the Idyle Our T-bar was installed, expanding the area's skiable terrain by 400 acres into the Little Blue area, and making Schweitzer the largest ski resort in Idaho. Hermit's Hollow Tubing Center, an expanded beginner's ski area with the addition of the Musical Carpet, and day lodge improvements have been added as well.

TODAY'S SCHWEITZER

In 2006, Tom Chasse joined the management team as President and CEO of Schweitzer Mountain Resort. Two new chairlifts, the Lakeview Triple and the Basin Express Quad were built during the summer of 2007; a cutting edge snowmaking system was installed during the summer of 2008; and Schweitzer renewed its dedication to excellent guest service.

MEDIA VISIT POLICY – SUMMER 09

Lift Passes

We are pleased to offer complimentary summer chairlift passes to:

- Reporters and writers on assignment for qualified publications
- Editors directly responsible for printing stories about Schweitzer
- Photographers and videographers on assignment

Lodging

Qualified media members on assignment may be eligible for complimentary lodging based on availability.

Thank you for your interest and coverage of Schweitzer Mountain Resort! We appreciate receiving your finished work for our records.

To request lift tickets or accommodations, please fax or email your request at least 72 hours in advance to:

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