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FOR IMMEDIATE RELEASE

Tamarack Resort Debuts Wireless Ticket Technology For Upcoming Season **New Express Card Allows Guests to Avoid Ticket Windows and Pay For Access** **When Scanned at the Chairlift**

DONNELLY, ID (September 15, 2015) – Skiers and riders at Tamarack Resort will be able to use new wireless technology this season that provides a customized ticketing option, while also enabling them to bypass the ticket window in search of first tracks.

Along with a slew of recently announced capital improvements, Tamarack has invested in a new ticketing software and the creation of a product called the “Express Card.” The Express Card, once purchased, will allow guests to skip the lift ticket window and go directly to the chairlift. When the card is scanned at the chairlift, guests’ credit cards will be charged, which eliminates waiting in line to purchase a ticket.

The Express Card also fills a personalized niche those who aren’t considering a season pass or already have season passes elsewhere, allowing them to receive a discount revolving around three days of skiing at Tamarack. For the price of a day ticket, guests can purchase an Express Card, which gets them a day on the slopes. Guests can then return to the resort up to two more times and save \$10 off the window rate for a day pass without the need to return to a ticket window. Guests just keep the card on their waist and go directly to a chairlift. When the card is scanned at the chairlift, their credit card (which is linked to their Express Card) will be charged.

“The Express Card is a perfect fit for skiers who are looking to save money, but aren’t ready to commit to a season pass,” says Brad Larsen, General Manager of Tamarack Resort. He continues, “For someone who may only ski one to three times this winter, the Express Card is a great product to access the mountains in a fast and convenient manner.”

Skiers and riders who purchase their Express Card by December 11 can save an additional \$10 on the purchase price. The Express Card is available for purchase online at tamarckidaho.com, and once the card is picked up at the resort, there is no need to visit the ticket window again.

This is the latest in a series of multi-million-dollar capital improvements that have occurred at Tamarack Resort since new ownership and management began operating the resort last year.

To view a new video that presents the new Express Card, [click here](#).
Learn more about the Express Card, [click here](#).

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Tamarack Resort is a four season resort located in Donnelly, Idaho. Tamarack Resort is the Treasure Valley's closes mountain resort with snowmaking, which makes the snow conditions more reliable, even when Mother Nature doesn't deliver. During the summer, the resort is the home to mountain biking, hiking, rafting and watersports on Lake Cascade.