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**For Immediate Release**

**TAMARACK ANNOUNCES TITLE SPONSORSHIP FOR SKI SWAP, SEASON PASS DEADLINE**

BOISE, ID (October 15, 2014) – Tamarack Resort announced today that it has agreed to be the title sponsor for a beloved community event in the Treasure Valley, the 64<sup>th</sup> Annual [Ski Swap](#), which will be held October 30 – November 2 at the Expo in Boise.

“Many of our skiers and guests come from the Treasure Valley, and this is a great way for us to support the community and our industry,” said David Papiez, project manager for New TR Acquisition Co. LLC (NEWTRAC), the resort’s new ownership group.

Each year the Ski Swap draws more than 15,000 skiers, snowboarders, and winter sports enthusiasts for its bargains on equipment. The Ski Swap benefits the [Bogus Basin Ski Education Foundation](#) (BBSEF), a nonprofit program that teaches and promotes alpine ski racing and freeride skiing/snowboarding.

“It’s great to see Tamarack on the rise again with seven-day operations and renewed support for community endeavors such as ours,” said Shannon Carrell, BBSEF administrative program director. “Tamarack’s title sponsorship and involvement is a boost to our program and will make the ski swap experience even better.”

Tamarack, which will be open this winter on a seven-day basis for the first time since 2010, also said it will continue selling reduced-price, adult season passes for \$369 until November 12. Starting November 13, adult season prices will cost \$399, while season passes for families will go from \$849 to \$1,099. Season passes for seniors will increase from \$10 to \$129. To buy a pass online, go to the [tickets and passes](#) page of the Tamarack website.

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"It's a great deal right now. Basically, you can buy your seven-day pass at the old four-day price," said Papiez, referring to the new every day ski and snowboard opportunity. "I'd call that a score."

Tamarack, which will fire up its snowmaking equipment in early November, anticipates a mid-December opening for skiing and snowboarding at the resort.

#### ABOUT TAMARACK RESORT

Just two hours from Boise and a stone's throw from McCall, Idaho, [Tamarack Resort](#) offers four fun seasons of recreational activities and lodging. In addition to skiing and its nationally ranked, Robert Trent Jones Jr.-designed Osprey Meadows golf course, Tamarack offers Nordic skiing, snowshoeing, mountain biking and hiking. Its location in the heart of central Idaho also provides convenient access to boating on Lake Cascade and recreation on nearby rivers and in national forests. The resort is located near the town of Donnelly in Idaho's Valley County.

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