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**BOYNE RESORTS PRESENTS \$30,528 TO RED CROSS**  
**Corporate and Resort Guest Donations Made to Support Haiti Relief Efforts**

Snoqualmie Pass, Wash. January 21<sup>st</sup>, 2010– In response to the devastating earthquake in Haiti, Boyne Resorts committed a donation of \$1 from every lift ticket sold Saturday, January 16, at its mountain resorts across North America. Donations were also accepted from the thousands of guests who visited the resorts during the holiday weekend and the combined contribution to American Red Cross and Canadian Red Cross totals \$30,528. Locally, The Summit at Snoqualmie contributed \$5,666, making up 19% of the total contribution from Boyne Resorts.

“We are saddened by the devastation and suffering in Haiti,” said Stephen Kircher, president of Boyne Resorts’ eastern operations. “We are also grateful for the loyalty and generosity shown by our resort patrons during this time, just as they did when we united to assist Hurricane Katrina and Asian earthquake/tsunami victims in 2005.”

Donations were collected at the company’s Big Sky, Boyne Highlands, Boyne Mountain, Brighton, Crystal Mountain, Cypress Mountain, Loon Mountain, Sugarloaf, Sunday River and The Summit at Snoqualmie resorts.

“Our thoughts and prayers remain with the people of Haiti and the courageous volunteers, military troops and medical personnel from around the world who have come to their aide,” said John Kircher, president of Boyne Resorts’ western operations. “With the true depth of this catastrophe still unmeasurable, we understood the importance and impact of quick action and hope this donation helps to provide much-needed assistance.”

Using the company’s communications resources including databases and social/community networks, Boyne Resorts was able to quickly inform the public of its commitment and their opportunity to donate throughout the holiday weekend. Additionally, links and contact information for donating directly to Red Cross were shared. Stephen Kircher added, “We hope that by highlighting at our resorts the need to support Haiti relief efforts, we perhaps spurred some to contribute at a level higher than they may have otherwise.”

The Summit at Snoqualmie, operated by Boyne Resorts, is a proud partner of the USFS offering equal opportunity recreation. Boyne Resorts is the largest family owned four-season resort company in North America; founded by Everett Kircher in 1947. In addition to The Summit, Boyne Resorts owns and/or operates award-winning mountain and golf resorts and attractions throughout the United States and Canada including Cypress Mountain near Vancouver, British Columbia, the Official Freestyle Skiing and Snowboard Venue for the 2010 Olympic Winter Games, Big Sky Resort in Montana, Boyne Mountain, Boyne Highlands, The Inn at Bay Harbor - A Renaissance Golf Resort and Avalanche Bay Indoor Waterpark in Michigan, Brighton in Utah, Crystal Mountain in Washington, Loon Mountain in New Hampshire, Sugarloaf and Sunday River Resort in Maine and Gatlinburg Sky Lift in Tennessee. For more information on Boyne Resorts, please visit [www.boyneresorts.com](http://www.boyneresorts.com).

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