



Brundage Mountain Resort to Open New Mountain Adventure Center for 2024/25 Winter Season

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Brundage Mountain Resort's new 18,000-square-foot guest service base lodge will open at the start of the 2024-25 winter season. The MTN Adventure Center is designed to streamline the guest experience, making the arrival process more efficient and hassle-free.

The MAC brings together key services in one location, including ticketing, guest services, the MTN Sports School, daycare, a rental and demo gear shop, retail shop, coffee shop and restrooms—all on one level. This layout will help guests spend less time navigating facilities and more time enjoying the mountain.

The MAC's lower level, easily accessible by stairs or elevator, features a state-of-the-art ski and snowboard tuning shop, indoor day locker rentals, and a private locker room for season locker holders.

"The MTN Adventure Center represents a major step forward in enhancing the guest experience at Brundage," said Ken Rider, general manager of Brundage Mountain Resort. "By consolidating essential

services into one modern facility, we aim to provide a seamless, enjoyable experience for every guest.

The MAC features a low-profile design with clean lines that complement the mountain's natural landscape. Large windows provide scenic views, and natural materials blend with the surroundings.

"There's a special feeling when you arrive at Brundage Mountain," Rider said. "We wanted to ensure that any new facilities preserve that unique experience, including the first glimpse of the slopes as you approach the parking lot."

The New MAC Experience starts with Drop Off & Entry. The upper parking area includes a paved drop-off loop in front of the MAC. Guests can visit a spacious Guest Services area to purchase season passes, make reservations, or book lessons. For quick transactions, outdoor ticket windows are available at ground level. The new facility is accessible to people with disabilities, meeting ADA standards.

The new rental and demo shop is designed to make gearing up easier for all guests. The shop is bright, inviting, and located just steps from the chairlift and lesson meeting areas.

The new retail shop with more space will offer a wider selection of helmets, eyewear, apparel, and a new line of Brundage logo wear.

The Base Camp Coffee Shop will serve coffee, espresso, breakfast items, snacks, and a variety of adult beverages. Guests can enjoy the view from inside or order from a walk-up window on the paver patio.

Locker Rooms & Gear Storage at the MAC offers three new gear storage options. Day lockers are available for short-term use, while 166 private seasonal lockers are equipped with Wintersteiger boot dryers. The lodge also offers overnight gear storage with hot wax service available.

Tune Shop is now located on the lower level, the tune shop features state-of-the-art Wintersteiger tuning equipment.

MTN Sports School & Daycare at the new MAC allows the Brundage MTN Sports School to offer expanded programs for kids, including the MTN Explorers program for ages 7 and up. The daycare is state-certified and offers care for children ages 6 weeks to 6 years.

Affordable Beginner Programs for the 2024-25 season, Brundage is offering new value programs for families, including the \$30 Beartopia lift ticket, which provides full day access to more than 100 acres of mostly beginner and novice terrain, including all of Brundage Mountain's terrain parks. Adults accompanying young children can purchase their own Beartopia ticket for \$20 when they order a free lift ticket for kids 6 and under.

Brundage is also offering a new Brundage Starter PAK, which includes three 90-minute lessons, three days of lift access, season-long rentals, and an unlimited season pass upon completion of the third lesson. The package costs \$499 for youth (17 & under) and \$999 for adults.

"Making it easy for families to enjoy Brundage Mountain has always been a priority," said Rider. "These new programs, along with the relaunch of daycare, will give families more options and value during the crucial stage when they're trying to get their kids excited about snowsports."

Also New for 2024/25 at Brundage Mountain Resort has established its own fire department and expanded EMS services for the 2024-25 season. The Brundage Mountain Fire Protection Association, launched in September, operates with a new fire truck and a trained volunteer crew. A new 435,000-gallon water tank will provide improved fire suppression capabilities at the resort's base area.

Additionally, the Brundage Mountain Emergency Medical Services (BMEMS) has acquired licensing as a transport EMS agency. The resort-based ambulance will enhance response times and ensure better care for guests.

These investments are part of Brundage Mountain Resort's ongoing 10-Year Improvement Plan, which launched in 2021 and includes enhancements like the Centennial Express high-speed quad, which opened last season.

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For more information about Brundage Mountain Resort, contact the company here: Brundage Mountain Resort
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Brundage Mountain Resort

Brundage Mountain Resort, located in McCall, Idaho, is renowned for having "the best snow in Idaho." This premier ski destination offers pristine powder, diverse terrain, and a family-friendly atmosphere.

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