



CONTACT: Renee Martin (x21) / Danielle Terzian (x14)
Carolyn Izzo Integrated Communications
845-358-3920
rmartin@ciicnews.com
dterzian@ciicnews.com

THE WHITEFACE LODGE: SAVVY NEW PROMOTIONS CELEBRATE 30TH ANNIVERSARY OF "MIRACLE ON ICE"

Pays Homage To Lake Placid's Olympic Heritage

LAKE PLACID, NY (February 2010) – Lake Placid, New York is world renowned as the site of two former Winter Olympics—1932 and 1980.

Many agree that one of the world's most historically significant sporting events occurred when the 1980 US Men's Olympic Hockey Team defeated the Soviets in a medal-round victory on February 22, 1980. The US entered the 1980 Olympics seeded 7 out of 12, making their victory over the Soviets, and their final win over Finland, a miraculous achievement.

In commemoration of this thrilling milestone, The Whiteface Lodge is introducing a series of promotions.

"Miraculous Suite Savings"

Effective immediately, consumers across the US, including loyal guests and local Lake Placid residents, are invited to submit their names, phone numbers, email addresses and home addresses to a special email address -- MiracleonIce30@thewhitefacelodge.com -- to win one of five nights in a Whiteface Lodge Junior Suite for the "Miracle on Ice" celebratory price of just \$19.80 for a night. The luxuriously appointed 500-square-foot suites, which accommodate two to four guests, are normally priced from \$375.00 -- \$575.00 per night and feature plush Queen-sized beds, jetted tubs, private balconies and a Queen-sized pull-out sofa, among other luxe amenities.

After gathering all of the entries, Whiteface Lodge management will draw five winners on Monday, February 22, at 8:00pm EST during the Lodge's Commemorative Culinary Event. The winners, to be personally contacted via phone, may enjoy the \$19.80-for a night Junior Suite prize until December 20, 2010. (Limited to one entry per person and/or one entry per family. Must be at least 18 years old to enter. Promotional room price does not include Lodge taxes, surcharges or gratuities).

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“Do you Believe in Miracles” Commemorative Culinary Event

Kanu, the Lodge’s main dining area, as well as the adjacent Kanu Lounge, offers a delectable array of sumptuous Adirondack-themed entrees ranging in price from \$28.00 to \$42.00.

On Monday, February 22, 2010 – the 30th anniversary day of the US Hockey Team’s “Miracle on Ice” victory – Kanu and The Kanu Lounge will offer all entrees at a special “Miracle on Ice” commemorative price of \$19.80 each. Entrees will include Grilled Venison Loin, Tuna Two Ways, Roasted Half Long Island Duck and Grilled Beef Tenderloin. The Whiteface Lodge encourages friends, loyal guests and neighbors to enjoy this special culinary event staged to honor Lake Placid for hosting the 1980 Winter Olympics. (The promotion is only valid on February 22, 2010 and does not include tapas or beverages).

The “\$1980 Miracles & Memories” Package

The “\$1980 Miracles & Memories” Package features two nights in an elegant Adirondack-themed, two-bedroom suite that comfortably accommodates up to four people; a complimentary full hot / cold American breakfast daily; four gratis “Olympic Site Passports” via Lake Placid’s Olympic Regional Development Authority (ORDA), which includes:

- A scenic gondola ride at Whiteface Mountain, home of the 1980 Winter Games Alpine and Downhill events
- Entrée to Lake Placid’s “Olympic Center,” a museum showcasing historical memorabilia from the 1932 and 1980 Winter Olympics
- Olympic Speed Skating Oval – An opportunity to skate on the same 400-meter track where Eric Heiden won five gold medals at the 1980 Lake Placid Winter Olympics.
- Olympic Jumping Complex – A tour of the facility, including a ski lift and elevator ride to the sky deck on top of the 120-meter jump tower.

Additionally, the package includes four tickets to the ORDA Bobsled Experience featuring a thrilling half-mile Bobsled Ride at speeds reaching 50 MPH, bobsled lapel pins, a four-foot by six-foot Team picture, Team tee-shirts and Lake Placid Bobsled Experience Stickers. All Lodge fees and taxes are included. (The package is subject to space availability from February 22-March 31, 2010).

About The Whiteface Lodge

Located in the woodland setting of the High Peaks region of Lake Placid, New York, The Whiteface Lodge is the only all-suite property in the Adirondacks, offering 94 guest accommodations. The Lodge also offers a value-added experience unparalleled in the region, providing guests with access to a wide range of complimentary amenities, services and activities, including a sumptuous breakfast each morning in Kanu, the property’s signature dining area; a creative kids program for ages three to ten called Kamp Kanu; onsite heated swimming pools; fishing in a stocked catch and release pond,

with all equipment provided; basketball, tennis and paddle tennis courts; sophisticated fitness center; three-season ice skating rink; family game room with a two-lane bowling alley; nightly s'mores campfire; and a 54-seat movie theater. Additionally, during the summer, Lodge guests receive complimentary access to the property's private lakefront "Canoe Club," where kayaks, canoes, and paddleboats are all gratis.

Inspired by the historic Adirondack "Great Camps," signature features of The Whiteface Lodge also includes plush Adirondack-styled furnishings, fireplaces, gourmet kitchens, private balconies, granite baths, and complimentary high-speed Internet access. A 5,800-square-foot Spa, with treatments and services embracing local elements and ingredients, is a favorite spot for guests.

The Whiteface Lodge features four dining areas -- The Kanu Lounge for approachable fare and Kanu, the main dining area. In both venues, guests may enjoy a formal or casual culinary experience, such as tapas, soups, salads and dessert mixed with an entrée and a beverage or they may choose a multi-course, wine-pairing lunch or dinner. Featuring old-fashioned decor blended with a wide range of modern ice cream dishes, the Lodge's onsite Ice Cream Parlor was developed to provide tasty treats to guests of all ages. Additionally, select grilled culinary fare, complimented by refreshing beverages, is featured at the property's private Canoe Club, located on Lake Placid. (The Canoe Club is open only during the summer). Recently, the Lodge expanded its culinary services, enabling guests – lounging by the pool, relaxing in the lean-tos, on the outdoor patios or on the terrace – to enjoy tapas, meals and beverages of their choice. The Lodge also provides 24-hour In Room Dining.

The Whiteface Lodge is a member of The Leading Hotels of the World. For information, please call 1-800-903-4045 or visit www.TheWhitefaceLodge.com.

Awards & Accolades

2010

- *Travel + Leisure*, T+L 500, "Best Hotel by Region – U.S."
- *TripAdvisor.com*, Ranked #3 on list of Top 10 American Spa Hotels
- *About.com*, Top Ski Resorts & Lodging
- AAA Four Diamond Rating

2009

- *Travel+Leisure* featured the Resort as one of the 13 "Best Winter Lodges" in the U.S. and Canada
- Ranked #52 in *Conde Nast Traveler's* Reader's Choice Awards: "Mainland U.S. Large Resorts."
- *Travel + Leisure's* World's Best Awards: The Whiteface Lodge ranked #22 in the category "US & Canada: Top 50 Hotels and Resorts"
- "Stay List," *National Geographic Traveler*
- "Top 10: Spa Destinations," *TripAdvisor.com*

- Award of Excellence, *Wine Spectator Magazine*
- AAA Four Diamond Rating

2008

- "Top 50 Ski Hotels in North America," *Conde Nast Traveler*
- Award of Excellence, *Wine Spectator Magazine*
- "Best Spas in North America and the Caribbean," *Conde Nast Traveler*
- "World's Top Hotels, Resorts and Spas," *Zagat's Guide*
- "Top Five Vacation Destinations," *Town & Country Magazine* (as reported on NBC's Today Show)
- "Recommended Hotels, Inns, Resorts & Spas – The Americas, Atlantic, Caribbean & Pacific," *Condé Nast Johansen's Luxury Hotel Guide*
- AAA Four Diamond Rating

2007

- "World's Top Hotels, Resorts, and Spas," *Zagat's Guide*
- "Top 50 Ski Hotels in North America," *Conde Nast Traveler*
- "Top 100 Vacation Dream Homes," *Travel+Leisure*
- "Best Lake Placid Stay," *Zagat Survey*
- "Recommended Hotels, Inns, Resorts & Spas – The Americas, Atlantic, Caribbean & Pacific," *Condé Nast Johansens Luxury Hotel Guide*
- AAA Four Diamond Rating

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