

**MEDIA CONTACT:**

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lmartin@augustineideas.com**FOR IMMEDIATE RELEASE****Diamond Peak Ski Resort January Happenings***Diamond Peak to host a variety of fun events throughout the month*

INCLINE VILLAGE, Nev. (January 7, 2014) –Diamond Peak Ski Resort, North Lake Tahoe’s most affordable resort with breathtaking views of the lake, is welcoming the new year with a month of fun events and specials that guests won’t want to miss. Throughout the month of January, there will be specials and happenings perfect for every skill level and age at the resort.

The following is a list of upcoming events and celebrations taking place at Diamond Peak this month:

Diamond Peak encourages beginner skiers and riders to come learn from one of their experienced instructors. The resort will be hosting [Learn to Ski and Ride Week](#) Jan. 13 through 17 where guests will receive a beginner lift ticket, equipment rental and a 1 hour and 45 minute lesson for \$39 per person, resulting in a savings of up to \$71 per person. No reservations are required and lessons are available at 10 a.m. and 2 p.m.

Diamond Peak has partnered with Tahoe Mountain Sports and Dynafit to bring snow lovers the Backcountry Experience Series. On Jan. 18, Jan. 25, and Feb. 22 intermediate to advanced skiers and riders will enjoy a fun, exciting and welcoming introduction to the backcountry ski and boarding experience. The guided tours will explore terrain in Diamond Peak’s Eagle Bowl where participants can safely gain confidence in a backcountry setting while checking out more of what the mountain has to offer. Guests will have the opportunity to learn about avalanche hazards and techniques for avoiding them by tour guide, rescue professional, wilderness first responder and long-time skier, Brennan Lagasse. Learn the most efficient uphill skinning methods so that you can easily access the freshest of un-skied terrain in a controlled environment. Diamond Peak’s Back Country Experience is a stimulating way to experience the mountain in a whole new way.

The 5th annual [Ullr Fest](#), which benefits the Diamond Peak Ski Team, will take place Jan. 24 through 26. The action-packed weekend kicks off Friday with a Torch Light Parade, BBQ, bonfire, and live music performed by Jacked Up, a local Rock & Roll band. The fun continues through Sunday with events including the Ullr Games, Kids Obstacle Course, Diamond Peak Jiblet, and ski races. Diamond Peak reminds event attendees to come dressed in the best Ullr attire as the event is named for the Scandinavian god of winter and snow, who is widely regarded as the patron saint of skiers. Visit [Dress the Part\(y\)](#) in Incline Village for Viking attire as prizes will be given for best costumes.

Escape to Diamond Peak Ski Resort for the best views in Tahoe and enjoy an affordable, family-friendly experience this snow season.

For more information about Diamond Peak Ski Resort events, lift ticket specials and season passes or to plan your trip, visit www.DiamondPeak.com.

About Diamond Peak Ski Resort

Diamond Peak Ski Resort is North Lake Tahoe’s hidden gem. Located in Nevada’s Incline Village, the affordable, family friendly resort offers breathtaking views of Lake Tahoe, a summit elevation of 8,540-feet and a 1,840-foot vertical drop. Skiers and boarders can experience 30 runs with 655 acres of beginner to advanced terrain that include open glades. Diamond Peak features two lodges, private and group lessons, equipment rentals/demos and a variety of events throughout the season. For more information, visit DiamondPeak.com or call (775) 832 – 1177. Connect with Diamond Peak on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

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