



Hunter Mountain Ski Bowl, Inc.
Rt. 23A Southside Hunter NY 12442
www.huntermtn.com
Contact: Jessica Pezak
1-800-HunterMtn x2339
jpezak@huntermtn.com
news release

Hunter to give away a 2010 MINI Cooper, courtesy of Prestige MINI of Mahwah

Hunter, NY & Mahwah, NJ – Hunter Mountain will be giving away a 2010 MINI Cooper at the end of the 2009/10 snowsports season, courtesy of Prestige MINI of Mahwah, New Jersey. Prestige MINI, the official vehicle sponsor of Hunter Mountain, will be present throughout the 09/10 snowsports season at Hunter Mountain, providing test drives, demos and marketing reinforcement. Sweepstakes will open at the beginning of the ski season, and all are eligible to win. The winner will be drawn during the last weekend of the season in conjunction with Hunter’s annual Pondsiskimming & Spring Fling.

Prestige, which also sells BMW, Land Rover, Lexus, Mercedes, Toyota & Scion, has been serving the Tri-State Region for over 40 years. Its dealership in Mahwah is one of the top selling Mini dealerships in North America and is located in the epicenter of the region from which a majority of Hunter’s visitors hail. Mini, like Hunter, is also celebrating its 50th Anniversary this year.

“We wanted to give our guests another reason to enjoy the spring here at Hunter, and to give back to our customers in a tough economy—a vehicle giveaway is the perfect way to do that!” says Brian Czarnecki, Director of Sales & Marketing at Hunter Mountain. “In these times, how many businesses are able to give away vehicles? We have Prestige to thank for the opportunity, and are pleased to be working with them so extensively.”

Entries will soon be accepted for the Mini Cooper giveaway at Hunter Mountain & the Mini Showroom on Rt. 17 in Mahwah, NJ. Event details, sponsorship, advertising & giveaway information are forthcoming. Visit HunterMtn.com or DrivePrestige.com for more information.

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