



MEDIA ALERT – For Immediate Release

Bear Valley Village Shuttle – Service Fee Announcement for 2019/2020

Bear Valley, CA:

Bear Valley Resort recognizes the benefit and convenience to the community in offering safe and reliable transportation between the Village & the resort, while reducing traffic and parking congestion. In order to preserve the shuttle service this season and into the future, a small fee for use will be implemented for 2019/2020.

Bear Valley Resort appreciates the participation of representatives from BVRI, BVBA and the BV Co-Op who helped provide feedback and guide decisions of the transportation working group formed with the goal of maintaining and improving the Village shuttle service.

The pricing structure will cover a small fraction of the total operating costs but will help to ensure the sustainability of the Village shuttle into the future. Fees for use will be \$1 for a one-way ride and frequent users will have the opportunity to buy a season bus pass for \$49.99 for adults/teens 13+, or \$39.99 for children ages 6-12. Kids 5 & under will be free.

Tickets will be available to purchase in any quantity and in advance at the BV General Store and at the Guest Services/Ticket Office at the mountain.

Peaks pass holders will receive a free bus pass as part of their benefits package. We will also offer an upgrade opportunity to the “Peaks Pass” for any current season pass customer wanting to take advantage of this additional perk.

Specific details can be found at www.bearvalley.com/shuttle-service.

Media Contact:

Adrian Lund
Director of Operations
Skyline Bear Valley Resort
adrianl@bearvalley.com