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**GRAND GENEVA AND TIMBER RIDGE CELEBRATE THE HOLIDAYS
WITH 16TH ANNUAL "CHRISTMAS IN THE COUNTRY"**

*Travelers Invited to Experience November 21 Illumination Ceremony,
New Overnight Specials and Other Holiday Festivities*

(LAKE GENEVA, WI; November 1, 2010)— This year, travelers will delight in festive holiday celebrations during the 16th annual "Christmas in the Country," a six-week long event hosted by the AAA Four Diamond [Grand Geneva Resort & Spa](http://www.grandgeneva.com) and its sister property [Timber Ridge Lodge & Waterpark](http://www.timberridge.com) November 21 through December 30, 2010. This year's program will feature the theme "Celebrate the Seasons," designed to spread holiday cheer throughout Grand Geneva's all-seasons offerings, from its two championship golf courses to Moose Mountain Falls Waterpark. Whether visiting for the day or planning a getaway with one of the "Christmas in the Country" overnight packages, guests are invited to celebrate the holidays with a variety of festive activities, ranging from musical performances and special dining events to unique holiday lights displays and traditional afternoon teas.



Travelers who visit the Grand Geneva campus this holiday season can experience a range of "Christmas in the Country" offerings, which include:

- **Illumination Ceremony**

On Sunday, November 21, 2010, Grand Geneva will launch its “Christmas in the Country” celebration with the Illumination Ceremony, when more than one million lights will brighten the resort’s 1,300-acre campus—one of the Midwest’s largest holiday lights displays. Starting at 4:30 p.m., guests are welcome to gather in the Grand Geneva’s Grand Ballroom, where they can enjoy a variety of holiday-themed refreshments. At dusk, Santa Claus will lead the group outdoors, where he will officially illuminate the lights and launch a grand fireworks show. Musical entertainment will be provided by the Badger Bach High School Band and the cast of the Grand Geneva’s annual “Hooray for Holidays!” theatrical show, who will perform a sneak preview of this year’s show.

Admittance to the Illumination Ceremony is complimentary and open to the general public. On behalf of its partnership with the Walworth County Deputy Sheriff’s Department, Grand Geneva encourages all attendees to bring one new, unwrapped toy or article of clothing as a donation to the Toys for Kids program.

- **“Hooray for Holidays!”**

Returning to the Grand Geneva for the 11th season, this two-hour stage production features ten energetic and engaging vocalists who perform alongside a five-piece live orchestra. Guests will enjoy an exciting performance of more than 50 memorable Christmas tunes, sacred and secular. Performances take place at the Grand Geneva’s Evergreen Theatre at 1:30 p.m. Tuesday through Sunday. An additional 7:30 p.m. performance takes place Thursday through Saturday. From Sunday, December 26 to Wednesday, December 29, 2010, two performances will be held daily at 1:30 p.m. and 7:30 p.m. Tickets are priced at \$35 per adult and \$21 per child ages 5 to 15, and can be purchased by calling 262.249.4741.

Guests also have the option of joining the resort for a special prix-fixe holiday luncheon in the Evergreen Ballroom before the 1:30 p.m. performances Tuesday through Sunday or enjoying dinner before the 7:30 p.m. performances Thursday through Sunday. Tickets cost \$65 per adult and \$40 per child ages 5 to 15. Advanced reservations are required, and can be made by calling 262.249.4741.

- **Brunch with Santa**

Every Sunday afternoon from November 28 through December 19, 2010, guests are invited to savor a decadent Sunday Champagne Brunch at the Geneva ChopHouse with Santa and Mrs. Claus, from 10 a.m. to 2 p.m. Champagne Brunch costs \$32.95 for adults 13 and older; \$15.95 for children ages 6-12; and \$4.95 for children ages 2-5. Reservations are required and can be made by calling 800.558.3417.

- **Snow Sculpting**

From Thursday, December 9 to Sunday, December 12, 2010, Minnesota Big Snow’s snow sculpture team will put its signature touch on the Grand Geneva campus by creating several large-scale sculptures, which will be placed throughout the resort. Guests can watch the snow sculpting team as they transform large blocks of snow into life-size renditions of Timber Ridge Lodge mascot Bruce the Moose, a snow sleigh and Santa Claus. Guests can sit in the sleigh and take pictures with each sculpture throughout the weekend.

- **Afternoon Holiday Tea**

From November 27 through December 30, 2010, guests are invited to enjoy a traditional afternoon holiday tea in Grand Geneva's Lobby Lounge. Tea is offered daily from 1:30 to 3:30 p.m., with the exception of Christmas Day. Charges apply and reservations are required.

- **Jingle Bell Jazz**

Musical group "The Mistletones" will provide afternoon entertainment in Grand Geneva's Lobby Lounge at 4:30 p.m., Tuesday through Sunday. During these 20-minute performances, the group will treat guests to popular holiday tunes, with members of the "Hooray for Holidays!" cast making special appearances throughout the season.

- **Gingerbread House Display**

From November 21 through December 30, 2010, area residents are invited to display their sugary gingerbread creations throughout the resort for guests to enjoy. Judging takes place from November 23 to December 7, 2010, and categories include amateur, professional, adult and child. Guests interested in submitting their own gingerbread house must complete an entry form and deliver their creation to the Grand Geneva by 8 p.m. on Thursday, November 19, 2010. Entry forms can be downloaded from the Grand Geneva's website.

- **Tom's Holiday Song-Fest**

From 10 to 11 a.m. every Saturday in December leading up to Christmas Day, Musician Tom Stanfield leads this interactive children's show, designed to delight the resort's youngest guests.

For more information on Grand Geneva's "Christmas in the Country" offerings, please call 262.248.8811 or visit www.grandgeneva.com/christmas-in-the-country.asp.

Grand Holiday Getaways

Guests who want to extend their "Christmas in the Country" experience can enjoy holiday activities while relaxing in the serene surroundings of the Grand Geneva campus this winter. Available November 22 through December 30, 2010, the festive new overnight packages include:

- **"Christmas in the Country" at Grand Geneva**

Grand Geneva's "Christmas in the Country" package provides an ideal getaway for couples this holiday season, with amenities including gourmet meals, holiday activities and an evening of lively entertainment. Guests who book the package at the Grand Geneva will receive:

- Overnight stay in a newly renovated deluxe guestroom
- Two tickets to the "Hooray for Holidays!" musical
- Lunch or dinner for two people in the Evergreen Ballroom
- Afternoon holiday tea for two people

Grand Geneva's "Christmas in the Country" package starts at \$199 per night, exclusive of tax and resort fee.

- **“Christmas in the Country” at Timber Ridge Lodge & Waterpark**

Families can combine a winter wonderland and warm waterpark this holiday season at Timber Ridge Lodge & Waterpark, where the family-friendly “Christmas in the Country” package includes:

- Overnight suite accommodations
- Four tickets to the “Hooray for Holidays!” musical
- Four passes to Moose Mountain Falls Waterpark

The “Christmas in the Country” package at Timber Ridge starts at \$199 per night for a one-bedroom suite, based on a family of four. Rates for a two-bedroom suite start at \$329 per night, based on a family of six, and include six tickets to “Hooray for Holidays!” and six passes to Moose Mountain Falls Waterpark. Rates are exclusive of tax and resort fee.

As an exclusive add-on, guests staying at Grand Geneva and Timber Ridge will receive a special discount on tickets to “Christmas with the Dancing Horses,” a Las Vegas-style show featuring equine performers and trainers. The show is performed at the nearby Dancing Horses Theatre. Guests can purchase tickets for \$20 per adult (a 20% discount) and \$12.50 for children ages 12 and younger.

For more information or to reserve accommodations at Grand Geneva Resort & Spa and Timber Ridge Lodge & Waterpark this winter, please visit www.grandgeneva.com or www.timberridgeresort.com.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an award-winning all-seasons resort set on 1,300 acres in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; two championship 18-hole golf courses; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor waterpark, 3,600-square-foot arcade, 3,500-square foot ballroom, and family barbecue restaurant. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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**FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW,
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