



FOR: TIMBER RIDGE LODGE & WATERPARK

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**TIMBER RIDGE LODGE & WATERPARK HOSTS
THIRD ANNUAL WINTER COAT DRIVE**



(LAKE GENEVA, WI; November 3, 2010)— This winter, [Timber Ridge Lodge & Waterpark](http://www.timberridgeresort.com) brings comfort and warmth to area residents in need by hosting its third annual winter coat drive for the Clothing Outreach Center of Walworth County. Now through December 23, 2010, guests who donate a new or gently used adult or children's coat upon check-in at Timber Ridge Lodge will receive a \$20 discount on their room rate through the lodge's **Get When You Give** promotion.

“The coat drive continues to be the most successful charitable program at Timber Ridge, and we send our sincere gratitude to everyone who supports the initiative,” said Bruce Johnson, general manager of Timber Ridge Lodge & Waterpark. “We look forward to welcoming families for memorable getaways this season, while helping our less fortunate community members stay warm during the harsh winter months.”

Available for overnight stays on Sunday through Friday nights, now through December 23, 2010, the **Get When You Give** promotion offers guests overnight suite accommodations, four passes to Moose Mountain Falls Waterpark (six passes for a two-bedroom suite), and a \$20 discount on the overnight room rate for the first winter coat donated. Guests who stay at the lodge for more than one night can donate a second winter coat to receive a \$20 discount on the second night’s stay. The room discount will be applied at check-in, and only one \$20 discount will be applied each night, up to two nights. The offer is not valid with any other packages, discounts or promotions.

While the promotional discount only applies to winter coat donations, guests who wish to make additional contributions can donate new or gently used hats, gloves, scarves, snow pants, boots and other winter clothing at the front desk. All items will be delivered to The Clothing Outreach Center of Walworth County.

For room reservations or more information, call 866.636.4502 or visit www.timberidgeresort.com. View an informational video about Timber Ridge Lodge’s winter coat drive on the Grand Geneva blog: <http://blog.grandgeneva.com/?p=667>.

About Timber Ridge Lodge & Waterpark

The family-friendly Timber Ridge Lodge & Waterpark is located in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property offers a collection of 225 expansive suites and its signature 50,000-square-foot indoor-outdoor aquatic wonderland, Moose Mountain Falls – the area’s only waterpark. The lodge also offers a 3,600-square-foot arcade, 3,500-square-foot ballroom, and a family barbeque restaurant.

Timber Ridge is an extension of the AAA Four Diamond Grand Geneva Resort & Spa, which offers 355 newly renovated guest rooms and suites. Guests at Timber Ridge have access to the Grand Geneva’s wealth of amenities and services, which include the 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 is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (866) 636-4502 or visit www.grandgeneva.com.

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**FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW,
PLEASE CONTACT WAGSTAFF WORLDWIDE, 312.943.6900**