



FOR IMMEDIATE RELEASE

**Mountain Reservations Engages Fans with Facebook Giveaway**

–Swag Bag trivia challenge provides incentives for participating Facebook fan base–

**Salt Lake City, Utah – February 22, 2011** – Mountain Reservations, a leading provider of ski and mountain vacation packages, is offering winter sports enthusiasts a chance to win free lodging and ski resort merchandise with its “Swag Bag” trivia challenge. This contest, run exclusively through Mountain Reservations’ Facebook fan page, invites participants to answer daily ski and resort themed questions. Participants can enter the weekly prize pool by suggesting the Swag Bag challenge to their friends.

“Our fan base is very passionate about skiing and snowboarding,” said Amy Ochoa, Marketing Manager of Mountain Reservations. “The Swag Bag challenge is a great way to get our enthusiastic customers talking about the sports they love while offering a chance to win some outstanding prizes and merchandise.”

Mountain Reservations is working in partnership with ski resorts and lodging providers in Park City, Whistler, Lake Tahoe and Banff to bring participants a range of unique giveaway items. Prizes include lift passes, ski gear, resort-branded merchandise and free lodging at a number of resort properties.

Users are asked to log onto [www.Facebook.com/MountainReservations](http://www.Facebook.com/MountainReservations) to see daily trivia questions and to be entered into the weekly Swag Bag giveaway.

**About Mountain Reservations**

Mountain Reservations, a member of VacationRoost Inc.’s Vacation Home Reservations Network, is a leading provider of ski and mountain vacation packages. Since 2001 travelers have used Mountain Reservations to find their perfect mountain getaway by searching, comparing and booking online, or by working with Destination Experts who have extensive local knowledge of the best lodging and activities in top ski resorts like Vail, Aspen, Park City, Whistler and many others. With more than 100,000 vacation rentals in 84 beach and ski destinations across North and South America, VacationRoost.com offers the largest selection of professionally managed vacation homes and condos throughout its network of websites and affiliate partners. Based in Salt Lake City, UT, VacationRoost’s team of experienced travel professionals is committed to making booking a vacation rental just as easy as booking a hotel room online.

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