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Mountain Reservations to Honor Top Partner Companies at First-Ever Travel Awards Ceremony at 36th Annual Mountain Travel Symposium

–Event to Include Presentation by Aron Ralston, the Real-Life Inspiration for *127 Hours*–

Salt Lake City, Utah – March 29, 2011 – Mountain Reservations, a premier provider of ski and mountain vacation packages, will launch its first-ever Mountain Reservations Travel Awards Ceremony at the 36th Mountain Travel Symposium in Beaver Creek, CO April 3–8, 2011. The week-long conference brings top travel professionals and industry experts together to establish partnerships and develop new innovation for the mountain travel market. Mountain Reservations is launching the new awards to honor the achievements of top-performing partner companies.

The Mountain Reservations Travel Awards Ceremony will be an annual event, allowing Mountain Reservations’ executive team to acknowledge the innovations of partners who are most essential to the company’s success. The event will pay tribute to more than a dozen Mountain Reservations partners, where they will receive trophies, prizes and a number of Hawaiian getaway packages.

“We have had a banner year and much of our growth is in thanks to the exceptional performance of our travel partners,” said Kristen Cherry, Director of Market Management at Mountain Reservations. “We are excited to show our appreciation by honoring them with some outstanding prizes and vacation packages.”

Mountain Reservations is also sponsoring guest speaker Aron Ralston, the inspiring figure behind the recent motion picture *127 Hours*. Ralston will share the insights he gained from his experience of being trapped for nearly a week in a narrow slot canyon in Southern Utah.

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 perfect mountain getaways by searching, comparing and booking online, or by working with Destination Experts with extensive local knowledge of the best lodging and activities in top 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 offers the largest selection of professionally managed vacation homes and condos through its network of websites and affiliate partners.

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