

What's Up, Up Here



The People's Park is Worth Flipping Over

On Bear Mountain's 13,000 sq. ft. sundeck there's always a party ready to break out, with libations from the remodeled Beach Bar served with a front row seat to action at America's only all-mountain freestyle park.

Après ski the way it should be is also found in Snow Summit's nostalgia-packed Boarder and Bullwheel Bars. By day the Boarder Bar serves up killer pizza amidst a myriad of snowboarding memorabilia—early Neanderthal boards, competition posters, signage from the inaugural Winter X Games which the resort hosted in 1997, even its official Souvenir Magazine, published by *Big Bear Today*.

As the day on the slopes draws to a close, the place to party is the Bullwheel, the quintessential ski bar where guests enjoy hot toddies and cold beer and cocktails amidst a museum's-worth collection of photos and history of Big Bear skiing. Newspaper stories, old photos, long wood skis with leather boots and bear trap bindings, even an original chair from the old Lynn lift that predates Snow Summit's 1952 beginnings are on display. There's even an old lift bullwheel and rope tow!

Good days get even better when there are special events happening. Start with dozens of radio promotion dates held by stations from around Southern California, sometimes with live remote broadcasts thrown in for good measure. Always there is music, swag giveaways, and contests with prizes like snowboards and CDs. Just look for the radio station tents or vans in the parking lot when you arrive at the Big Bear resorts.

Almost as frequent as the radio bashes are product samplings with

free goodie giveaways. Sometimes it's hot chocolate, mini-sandwiches, chili, energy drinks and bars... always it's free and sometime enough to add up to a free lunch!

There's also live music many weekends in the resort base lodges—last season saw an appearance Smile Empty Soul along with local favorites Damn Good Question. Visit www.bigbeartoday.com or pick up your free *Big Bear Today Magazine* at fine lodges, restaurants and shops around town for a rundown on what's happening when you visit.

Design Unlikely Feature

First year it was something out of this world, then last season definitely more urban and down to earth. See for yourself what zany terrain feature some out-of-the-box thinker will come up with during its unveiling, contest and party on January 7, 2012 at Bear Mountain.

Entrants in Analog's "Design Unlikely Feature" contest come up with their most insane jib for the slopes and then Bear's Park Staff builds it. Two years ago the winning entry was a spaceship that Bear still uses as part of "The People's Park." Last year Jesse Paul's urban-style feature "He Stairs at the Rail" beat out 343 other entries.

Paul's reward was an expense-paid trip to Big Bear for the unveiling of his design, built by Bear Mountain's park staff. Then the Minnesota resident put an exclamation point on his experience by taking first place in the first-ever event held on his jib, edging 50-plus other riders.

With a rail on top surrounded by four stairs or ledges, the jib is a box unlike any other. It takes some effort

SPECIAL SKI PACKAGES

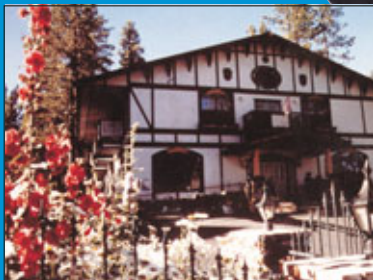
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