



FOR IMMEDIATE RELEASE

## **June Lake is Open for Winter!**

**JUNE LAKE, Calif., (Oct. 23, 2012)** – Relaxed, affordable, incredibly scenic and nestled against the snow-blanketed backcountry of the Eastern Sierra, June Lake provides the ultimate winter destination experience for snow enthusiasts, especially families looking for a unique winter wonderland experience. Drop by the Information Kiosk at the June Lake Junction (Hwy. 158 & 395) and drive less than two miles to the welcoming June Lake village. Enjoy a stay filled with outdoor recreational pursuits – cross-country skiing, snowshoeing, snowmobiling, sledding and snowman building are just a few activities on the doorstep of this gorgeous Sierra mountain town, known as the “Switzerland of California.”

***Bus Transportation to Mammoth Mountain.*** Close proximity to Mammoth Mountain Ski Area – less than 20 miles away – affords guests staying in June Lake the opportunity to enjoy world-class skiing and snowboarding. Instead of dealing with the drive and parking hassles, June Lake visitors are also welcome to take the free, regularly-scheduled bus to Mammoth which will drop them off at a convenient location to Mammoth Mountain lifts.

***Winter Wonderland Village.*** The charming shops, restaurants, hotels and cabins, located along June Lake’s Main Street will be lit up

with sparkling twinkle lights this winter. Patti Heinrich, an active leader in the June Lake community effort says, "We are creating a winter wonderland for families and people who may not have experienced the beauty of a classic winter vacation. For example, guests and locals alike will be invited to build snowmen, snow-women, and snow-kids to help us create the Eastern Sierra's first and only Snowman Camp!" There are plans for live music on Saturday evenings and other family-fun festivities throughout the winter. Whether you are a long-time snow lover and visitor to the Eastern Sierra, or a family who has never experienced the majestic snow country, you'll find that June Lake Village is just like a scene right out of a storybook winter.

***The Little Town That Could.*** After June Mountain Ski Area was temporarily closed for skiing and snowboarding operations this winter 2012-13, the community members of June Lake rolled up their sleeves and have come together to create a memorable, authentic winter playground for visitors this year. In the Village, Trout Town Joe will be serving up made-to-order delicious lattes, hot chocolate and freshly baked pastries and Cathy's Candy shop will offer delectable homemade sweets. Local restaurant owners of the Carson Peak Inn, Tiger Bar, Eagle's Landing Restaurant and Sierra Inn are cooking up a storm. The staff at the historic Heidelberg Inn where movie stars have stayed, Reverse Creek Lodge and the Double Eagle Resort & Spa (along with many other hotels, motels and cabins) look forward to sharing their beloved mountain lifestyle with visitors.

***What's happening in June Lake this winter? A lot!*** Here's what's planned:

- Winter Wonderland Village, lit up with festive lights, and showcasing small, quaint shops with unique gift ideas
- Free live music scheduled on Saturday evenings

- Film screenings of vintage motion pictures filmed in the area
- The Eastern Sierra's first and only Snowman Camp
- Free, regularly-scheduled bus transportation to Mammoth Mountain Ski Area
- Miles of some of the best snowmobiling in California at the nearby June Lake Junction (Hwy. 395 and State Route 158)
- Sightseeing with views of pristine alpine lakes (June, Gull and Silver Lakes), snowy Carson Peak, and iced-over Horsetail Falls
- Cross-country skiing and snowshoeing opportunities at June Lake Junction, Obsidian Dome and in the Loop
- A luxurious day spa, fitness center, and indoor swimming pool at the beautifully-appointed [Double Eagle Resort & Spa](#)
- Snow-play areas for sledding fun
- Guided snowmobile tours and rentals nearby with [DJ's Snowmobiles](#)
- Guided backcountry skiing or ice climbing excursions with [Sierra Mountain Guides](#)
- Winter festivals and events: Go to **VisitJune.com**

**Affordable.** Unlike a big, flashy resort experience, visitors to June Lake will feel a sense of belonging and “coming home,” while discovering that a mountain getaway vacation can be as affordable as it is magical. A wide variety of lodges, hotels, motels and private cabins are available [starting at only \\$75 per night](#). June Lake also offers higher-end accommodations which are tucked into the Sierra's most scenic, secluded and spectacular settings. Lift and lodging package deals are available through certain lodging properties this season.

***The intimate mountain village of June Lake, Calif. is located in the Eastern Sierra approximately 310 miles from Los Angeles.***

***From the San Francisco Bay Area, June Lake is about 360 miles on Highways 80 and 50 to US 395 in the winter. Nestled below towering granite mountain peaks and situated along the well-maintained June Lake Loop/Highway 158, June Lake is well deserving of its nickname, the Switzerland of California. Endless winter activities in this peaceful, pristine retreat are available, including skiing and snowboarding at nearby Mammoth Mountain, snowmobiling, cross-country skiing, snowshoeing, and just good old-fashioned fun in the snow like sledding or building snowmen to add to the Snowman Camp population! Just 20 minutes north of Mammoth Lakes, numerous lodging properties, restaurants, shops, and four gorgeous lakes combine with majestic alpine scenery to make June Lake a magical winter retreat and, quite simply, a deeper mountain experience.***

***For more information, check out [VisitJune.com](http://VisitJune.com), [Facebook.com/JuneLakeLoop](https://www.facebook.com/JuneLakeLoop) or call 800-845-7922.***

***# # #***