

For More Information: Barry Owens, GM (989) 350-9870 <u>Bowens@Treetops.com</u>

Susan Wilcox Olson, Media Relations (231) 590-5930 <u>susan@cherryfestival.org</u>

For Immediate Release February, 2024

Treetops Resort is Celebrating with *Beer & Wine Festival* Friday March 8th and *Sylvan Daze -* an All-Day Party on the Slopes Saturday, March 9

Gaylord, MI – Treetops Resort is celebrating big with its annual **Beer & Wine Festival** on Friday, March 8th. Join the Treetops culinary team for a delightful evening of mingling and savoring a diverse selection of Michigan's finest craft beer, cider, and wine. Guests will immerse themselves in the fascinating world of beer and wine making, exploring tasting notes and gaining insights into the operations of our local beer and wine makers. As you indulge in these exquisite libations, treat your taste buds to sensational appetizers crafted by Treetops' culinary team. Doors open at 7 pm and will close at 10 pm. The event is just \$30 per person when booked online or \$35 at the door.

Beer and Wine Tickets Include: One logoed Cup, Five Drink Tickets, Live Entertainment, and Appetizers. Additional Tickets are \$3 each.

Following an evening of beer and wine tasting Treetops is celebrating its winter history with a *Throw Back* Celebration **Sylvan Daze**. Treetops Resort was founded as Sylvan Knob Ski Area and opened in 1954. In fact, the first lift tickets sold for just \$3.00. Delight in a nostalgic journey back to 1954 when Treetops, originally Sylvan Knob Ski Area, first opened its doors, featuring exciting activities like the Treetops Slush Cup, a Live DJ, and a host of other family-friendly festivities. Experience the magic of Sylvan Daze – where winter memories and family fun collide!

Sylvan Daze includes: \$3 Lift Tickets for ALL, Live DJ from 10AM to Noon, Slush Cup – \$10 Sign-Up, and Live Music from 2PM to 6PM.

And there's more.... A nod to the opening year of 1954. Guests can enjoy an Overnight Stay WITH a Lift Ticket for just \$54 per person, based on double occupancy before taxes/fees. Valid Friday, 3/8 and Saturday, 3/9.

To book your Sylvan Daze Celebration call 1-888-TREETOPS or visit <u>www.Treetops.com</u>.

About Treetops Resort

Treetops Resort is Michigan's premier golf and winter playground destination. Treetops Resort boasts 81 holes of golf on spectacular terrain totaling five award-winning courses inspired and professionally designed by Robert Trent Jones, Sr., Tom Fazio and Rick Smith. Treetops Resort is also proudly recognized as having the #1 Par 3 Course in North America: Threetops. Treetops Resort's winter playground encompasses 80 acres of terrain, 26 downhill ski runs, plus over 30 activities on and off the slopes. Treetops Resort is conveniently located in Gaylord and in the heart of Pure Michigan on I-75 north just three hours north of Detroit.