



News Release

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For Immediate Release

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Schweitzer Pays Tribute to the Idaho State Fruit

***Annual Huckleberry Festival honors every aspect of this
tasty treat***

Sandpoint- Northwesterners know that high altitudes and late summer months mean carefully crafted milk jugs, brush beaten legs, and seriously stained fingers. It means hot kitchens, mason jars, and great pies. It's Huckleberry season. And what better places to kick it off than a high-altitude, berry-picking mecca like Schweitzer Mountain?

The annual Huckleberry Festival at Schweitzer takes place Sunday August, 2nd in the heart of a huckleberry haven at the peak of the picking season. A huckleberry pancake feed will commence the festivities at 8am, followed by a day of huck-themed activities and treats to make those purple tongues wag.

Search for secret stashes with hosted huckleberry hikes, between 9am and 1pm and a variety of activities featuring all things huckleberry - huckleberry hula-hooping, crafts, pie-eating contests, T-shirt dying and more. Kick back on the lawn from 1-4pm and enjoy the free kid's

concert in the village at headlining the appropriately named group, The Huckleberry Jam Band!

If the intensified taste of these little berries isn't enough to get your adrenaline pumping, enjoy everything else the mountain has to offer like guided horse-back tours, mountain biking, geocaching, and more. Can't get enough of this Idaho icon? Book an Escape Package and stay the whole weekend... grab a scenic chairlift ride to lead you to hundreds of berry-blazing acres free to satisfy your picking pleasure, then head to the Chimney Rock Grill and spend your Adventure Bucks on a bottle of Pend Oreilles Winery's own Huckleberry Blush.

For more information on Huckleberry Fest or the Great Escape Package, visit www.schweitzer.com.

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About Schweitzer Mountain Resort

Schweitzer Mountain Resort is quickly rising in the ranks of the nation's top destination resorts with 2900 acres of amazing terrain and renowned tree skiing. Located in the rugged Selkirk Mountains of the northern Idaho panhandle and the northwest Rocky Mountains, Schweitzer overlooks the town of Sandpoint and Lake Pend Oreille. Schweitzer is well known for its two massive bowls, breathtaking views and amazing gladed terrain. For more information about Schweitzer Mountain Resort call 800.831.8810 or visit www.schweitzer.com.